

# NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 23, 1982

## NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	MISS USA BEAUTY PAGEANT(S)	22.5	18,340	1	MARCO POLO, PART I(S)	15.8	34,150
2	TOO CLOSE FOR COMFORT#	22.4	18,260	2	TOO CLOSE FOR COMFORT#	15.7	33,820
3	MARCO POLO, PART I(S)	22.1	18,010	3	THREE'S COMPANY	14.6	31,580
4	MARCO POLO, PART III(S)	22.0	17,930	4	COMING OUT OF ICE(S)	14.2	30,560
5	COMING OUT OF ICE(S)	21.4	17,440	5	MARCO POLO, PART III(S)	14.0	30,280
6	MARCO POLO, PART IV(S)	20.8	16,950	6	MARCO POLO, PART IV(S)	13.5	29,160
7	INSIDE-THIRD REICH PT 2(S)	20.5	16,710	7	MARCO POLO, PART II(S)	13.4	28,890
8	THREE'S COMPANY	20.4	16,630	8	60 MINUTES	13.3	28,580
9	MARCO POLO, PART II(S)	20.3	16,540	9	MISS USA BEAUTY PAGEANT(S)	13.2	28,520
10	60 MINUTES	20.1	16,380	10	CHIPS#	13.0	27,970
11	TRAPPER JOHN, M.D.	19.2	15,650	11	HART TO HART	12.3	26,520
12	HART TO HART	19.0	15,490	12	TRAPPER JOHN, M.D.	12.2	26,380
13	JEFFERSONS#	18.6	15,160	13	DUKES OF HAZZARD	12.1	26,130
14	ABC MONDAY NIGHT MOVIE#	18.3	14,910	14	INSIDE-THIRD REICH PT 2(S)	12.0	25,830
15	MAGNUM, P.I.	18.1	14,750	15	LOVE BOAT	11.9	25,710
16	FANTASY ISLAND	17.8	14,510	16	ABC MONDAY NIGHT MOVIE#	11.8	25,380
16	LOVE BOAT	17.8	14,510	17	MAGNUM, P.I.	11.6	24,970
18	NBC SUNDAY NIGHT MOVIE#	16.7	13,610	18	DIFF'RENT STROKES	11.5	24,780
19	RODNEY DANGERFIELD SHOW(S)	16.6	13,530	19	GIMME A BREAK	11.3	24,470
20	QUINCY, M.E.#	16.4	13,370	19	JEFFERSONS#	11.3	24,470
21	ALICE#	16.3	13,280	21	FANTASY ISLAND	11.1	23,940
22	GIMME A BREAK	16.1	13,120	22	HOLLYWOOD-GIFT-LAUGHTER(S)	11.1	23,870
23	ELEANOR, FIRST LADY(S)	16.0	13,040	23	NBC SUNDAY NIGHT MOVIE#	10.9	23,470
24	FACTS OF LIFE#	15.9	12,960				

CONT'D

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
24	FALL GUY	15.9	12,960				
24	HILL STREET BLUES	15.9	12,960				

CONT'D

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### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	COMING OUT OF ICE(S)	19.2	16,230
2	MARCO POLO, PART I(S)	18.9	16,050
3	MISS USA BEAUTY PAGEANT(S)	18.5	15,650
4	MARCO POLO, PART III(S)	17.8	15,060
5	MARCO POLO, PART IV(S)	16.9	14,330
6	TRAPPER JOHN, M.D.	16.6	14,060
7	60 MINUTES	16.2	13,700
8	TOO CLOSE FOR COMFORT#	15.9	13,440
9	THREE'S COMPANY	15.4	13,060
10	MARCO POLO, PART II(S)	15.1	12,800
11	HART TO HART	15.1	12,780
12	INSIDE-THIRD REICH PT 2(S)	14.3	12,100
12	MAGNUM, P.I.	14.3	12,100
14	JEFFERSONS#	14.3	12,090
15	ELEANOR, FIRST LADY(S)	13.6	11,540
16	GIMME A BREAK	13.5	11,440
17	NURSE	13.3	11,300
18	ABC MONDAY NIGHT MOVIE#	12.9	10,950
19	LOVE BOAT	12.7	10,790
20	RULES OF MARRIAGE-PT 2(S)	12.7	10,740
21	ALICE#	12.6	10,670
22	DALLAS	12.5	10,570
23	FANTASY ISLAND	12.4	10,470
24	QUINCY, M.E.#	12.3	10,460

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MARCO POLO, PART I(S)	18.0	13,690
2	60 MINUTES	16.3	12,420
3	INSIDE-THIRD REICH PT 2(S)	15.3	11,620
4	COMING OUT OF ICE(S)	14.8	11,300
5	MARCO POLO, PART II(S)	14.3	10,920
6	MARCO POLO, PART III(S)	14.2	10,780
7	MARCO POLO, PART IV(S)	13.8	10,480
8	ABC MONDAY NIGHT MOVIE#	13.4	10,190
9	RODNEY DANGERFIELD SHOW(S)	12.7	9,670
10	TOO CLOSE FOR COMFORT#	12.5	9,530
11	MISS USA BEAUTY PAGEANT(S)	12.5	9,480
12	TRAPPER JOHN, M.D.	12.4	9,430
13	HOLLYWOOD-GIFT-LAUGHTER(S)	12.4	9,420
14	MAGNUM, P.I.	12.3	9,370
15	HART TO HART	12.1	9,180
16	NBC SUNDAY NIGHT MOVIE#	12.0	9,170
17	CHIPS#	11.3	8,620
18	THREE'S COMPANY	11.3	8,610
19	HILL STREET BLUES	10.9	8,270
20	JEFFERSONS#	10.8	8,210
20	PREAKNESS STAKES(S)	10.8	8,210
22	NBA PLAYOFF GAME-SUN-1	10.6	8,040
23	ABC FRIDAY NIGHT MOVIE	10.5	7,990
24	ABC SUNDAY NIGHT MOVIE#	10.3	7,850

CONT'D

### WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

### MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	FALL GUY	10.1	7,720

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 23, 1982

## NIELSEN AVERAGE AUDIENCE

### WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	TOO CLOSE FOR COMFORT#	17.3	9,170
2	MARCO POLO, PART IV(S)	17.0	9,010
3	MARCO POLO, PART I(S)	16.8	8,920
4	MARCO POLO, PART III(S)	16.7	8,900
5	COMING OUT OF ICE(S)	16.1	8,560
6	MISS USA BEAUTY PAGEANT(S)	15.7	8,360
7	THREE'S COMPANY	15.3	8,130
8	HART TO HART	14.9	7,920
9	TRAPPER JOHN, M.D.	13.9	7,370
10	GIMME A BREAK	13.3	7,090
11	INSIDE-THIRD REICH PT 2(S)	13.3	7,080
12	HILL STREET BLUES	13.2	7,000
13	MARCO POLO, PART II(S)	12.7	6,750
14	MAKING THE GRADE#	12.2	6,500
15	CHIPS#	12.2	6,480
16	HOLLYWOOD-GIFT-LAUGHTER(S)	12.1	6,450
17	QUINCY, M.E.#	12.1	6,410
18	60 MINUTES	12.0	6,400
19	RODNEY DANGERFIELD SHOW(S)	11.6	6,160
20	DIFF'RENT STROKES	11.6	6,150
21	JEFFERSONS#	11.5	6,100
22	20/20	11.4	6,060
23	NBC SUNDAY NIGHT MOVIE#	11.4	6,040
24	MAGNUM, P.I.	11.3	5,990

### WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.5	6,330
2	COMING OUT OF ICE(S)	24.0	6,220
3	ELEANOR, FIRST LADY(S)	23.7	6,120
3	MISS USA BEAUTY PAGEANT(S)	23.7	6,120
5	MARCO POLO, PART I(S)	23.3	6,040
6	JEFFERSONS#	22.1	5,710
7	TRAPPER JOHN, M.D.	21.9	5,670
8	REAL PEOPLE#	20.3	5,250
9	MAGNUM, P.I.	20.0	5,170
10	ALICE#	19.9	5,160
11	MARCO POLO, PART III(S)	19.0	4,920
12	MARCO POLO, PART II(S)	18.6	4,810
13	NURSE	18.1	4,670
14	RULES OF MARRIAGE-PT 2(S)	18.0	4,650
15	FACTS OF LIFE#	17.9	4,630
16	LITTLE HOUSE-PRAIRIE#	17.7	4,580
17	LOVE BOAT	17.6	4,560
18	DALLAS	16.5	4,260
19	FANTASY ISLAND	16.3	4,220
20	MARCO POLO, PART IV(S)	16.1	4,170
21	THREE'S COMPANY	16.0	4,130
22	ABC MONDAY NIGHT MOVIE#	15.9	4,120
23	INSIDE-THIRD REICH PT 2(S)	15.7	4,050
24	HART TO HART	15.5	4,020

### MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MARCO POLO, PART I(S)	16.0	8,150
2	RODNEY DANGERFIELD SHOW(S)	14.3	7,290
3	NBC SUNDAY NIGHT MOVIE#	14.2	7,240
4	HOLLYWOOD-GIFT-LAUGHTER(S)	13.9	7,070
4	60 MINUTES	13.9	7,070
6	COMING OUT OF ICE(S)	13.7	6,970
7	ABC MONDAY NIGHT MOVIE#	13.3	6,800
8	INSIDE-THIRD REICH PT 2(S)	12.7	6,490
9	MARCO POLO, PART IV(S)	12.6	6,450
10	CHIPS#	11.9	6,050
10	MARCO POLO, PART III(S)	11.9	6,050
12	MARCO POLO, PART II(S)	11.7	5,970
13	HILL STREET BLUES	11.6	5,930
14	ABC SUNDAY NIGHT MOVIE#	11.6	5,900
15	ABC FRIDAY NIGHT MOVIE	11.3	5,770
15	HART TO HART	11.3	5,770
17	NBA PLAYOFF GAME-SUN-1	11.1	5,660
18	TOO CLOSE FOR COMFORT#	10.7	5,480
19	RICHARD PRYOR SPECIAL(S)	10.5	5,330
20	TRAPPER JOHN, M.D.	10.4	5,320
21	TAXI	10.4	5,290
22	THREE'S COMPANY	10.1	5,170
23	FALL GUY	10.1	5,140
24	PREAKNESS STAKES(S)	10.0	5,100

CONT'D

### MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	24.2	4,790
2	MARCO POLO, PART I(S)	22.1	4,390
3	MARCO POLO, PART III(S)	19.4	3,850
4	MARCO POLO, PART II(S)	19.4	3,840
5	INSIDE-THIRD REICH PT 2(S)	19.3	3,830
6	JEFFERSONS#	18.7	3,700
7	MAGNUM, P.I.	18.3	3,630
8	MISS USA BEAUTY PAGEANT(S)	18.2	3,600
9	TRAPPER JOHN, M.D.	16.9	3,340
10	REAL PEOPLE#	16.6	3,290
11	COMING OUT OF ICE(S)	16.5	3,280
12	ALICE#	16.3	3,240
13	MARCO POLO, PART IV(S)	15.9	3,160
14	ELEANOR, FIRST LADY(S)	15.8	3,130
15	ABC MONDAY NIGHT MOVIE#	15.0	2,970
16	ARCHIE BUNKER'S PLACE#	14.4	2,860
17	FACTS OF LIFE#	14.0	2,780
18	ONE DAY AT A TIME#	13.9	2,760
19	DUKES OF HAZZARD	13.9	2,750
19	TOO CLOSE FOR COMFORT#	13.9	2,750
21	CBS EVENING NEWS-RATHER	13.7	2,720
22	LITTLE HOUSE-PRAIRIE#	13.5	2,670
23	THREE'S COMPANY	13.4	2,660

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MEN 18-49			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
CONT'D			
25	MAGNUM, P.I.	9.9	5,040

MEN 55+			
RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)

NOTES

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
•EVENING																																	
ABC FRIDAY NIGHT MOVIE																																	
1	FRI.	8.30P	150	ABC	FF	2	194	183	A	14.0	27	1141	1870	656	222	714	269	478	416	352	192	699	286	504	454	357	144	207	83^	250	175		
2	FRI.	9.00P	120			97	96		B	14.0	27	1141	1870	656	222	714	269	478	416	352	192	699	286	504	454	357	144	207	83	250	175		
		8.30 - 9.00							A	9.4	19	766	1762	577	115^	654	194^	363	312	324	247^	724	250^	468	469	370	185^	212^	25^v	172^	140^		
		9.00 - 9.30							A	12.4	24	1011	1963	636	219	704	247	463	416	363	198	709	275	516	451	377	150	229	97^	321	208		
		9.30 - 10.00							A	13.9	26	1133	2004	657	234	717	278	495	429	359	178	748	331	555	483	363	142	219	91^	320	214		
		10.00 - 10.30							A	15.7	29	1280	1808	675	253	731	284	503	429	353	188	660	270	476	427	341	135	195	76^	222	168		
		10.30 - 11.00							A	16.6	32	1353	1765	666	215	715	288	484	407	337	191	680	286	491	452	346	138	182	85^	188	139		
ABC MONDAY NIGHT MOVIE																																	
2	MON.	8.00P	180	ABC	FF	10	201		A	18.3	31	1491	1702	660	280	733	240	394	372	323	276	684	229	456	387	373	199	141^	52^	144^	88^		
		8.00 - 8.30					99		B	21.4	33	1744	1796	702	297	776	316	525	460	367	192	658	279	462	402	308	153	169	72	193	129		
		8.30 - 9.00							A	14.7	28	1198	1782	701	310	805	264	413	412	320	324	597	190^	388	329	332	186^	160^	47^v	220	124^		
		9.00 - 9.30							A	19.0	31	1549	1673	621	261	703	237	379	332	289	275	599	187	389	319	341	185	154^	55^	198	124^		
		9.30 - 10.00							A	19.3	31	1573	1654	637	246	691	217	348	329	300	268	677	237	460	362	365	197	123^	34^v	182	117^		
		10.00 - 10.30							A	20.0	34	1630	1726	692	304	703	212	374	356	321	261	674	220	451	380	368	200	148^	45^	129^	84^		
		10.30 - 11.00							A	19.3	35	1573	1738	702	304	756	249	421	399	348	278	761	268	520	456	400	205	121^	54^	88^	48^		
																763	264	440	406	362	266	761	257	504	445	421	219	136^	68^	78^	45^		
ABC NEWSBRIEF-M-F																																	
1	MON.	8.24P		2	ABC	N	160	190	191	A	15.7	27	1280	1770	636	260	708	267	441	381	324	219	651	258	431	396	312	172	185	80	226	141	
1	TU & W	9.58P		1					B	17.8	28	1451	1747	699	295	767	303	491	421	349	222	631	264	420	370	287	166	166	77	183	129		
1	THU.	10.10P		1																													
1	FRI.	9.55P		2																													

2 MON.	9.59P	2																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		</
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## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11									
EVENING CONT'D																																				
ABC WRLD NEWS TONIGHT-SUN										28	160				A 5.9 15 481	1703	587	154			587	110	304	264	264	283	988	419	611	385	438	314	59	18	69	22
1 SUN.										6.30P	30	ABC	N	85	B 8.0 15 652	1615	704	225			751	139	318	322	373	379	676	192	337	314	331	286	80	39	108	64
ALICE										24	193				A 16.3 26 1328	1706	703	264			802	275	391	297	282	387	534	160	270	230	231	242	106	70	264	174
1 SUN.										9.00P	30	CBS	CS	99	B 22.1 33 1801	1731	768	310			860	268	431	382	365	367	556	175	288	274	248	228	125	70	190	140
ARCHIE BUNKER'S PLACE										26	193				A 12.1 22 986	1559	734	289			785	244	385	323	314	368	516	160	226	142	181	290	92	75	166	137
1 SUN.										8.00P	30	CBS	CS	99	B 20.5 32 1671	1689	737	290			821	228	373	341	353	384	596	176	289	273	268	267	105	58	167	119
BARBARA MANDRELL										5	194	200			A 8.8 17 717	1621	713	257			817	157	308	348	389	437	537	80	226	242	321	277	44	35	223	102
SAT.										9.00P	60	NBC	GV	96 96	B 9.6 18 782	1664	747	215			847	180	320	341	378	449	561	85	222	248	325	299	85	32	171	96
9.00 - 9.30															A 8.2 16 668	1606	715	268			839	161	312	339	385	463	539	54	210	230	336	295	29	29	199	101
9.30 - 10.00															A 9.4 17 766	1616	706	249			792	152	301	356	388	410	528	102	234	250	304	260	57	39	239	101
BARNEY MILLER										4	203	203			A 13.8 23 1125	1604	658	332			722	320	456	380	306	220	618	287	436	412	263	145	98	29	166	105
1 THU.										9.12P	30	ABC	CS	99 99	B 12.7 21 1035	1634	691	322			746	334	476	386	307	224	627	287	435	411	270	152	101	54	160	96
2 THU.										9.00P	30																									
BENSON										24	200	192			A 11.0 23 897	1651	734	258			802	234	389	335	365	375	522	135	315	315	289	174	156	80	171	118
FRI.										8.00P	30	ABC	CS	99 96	B 14.8 25 1206	1701	746	295			822	274	451	398	357	315	518	177	318	293	256	161	145	82	216	151
BOOK OF LISTS										3	185	190			A 12.1 22 986	1771	726	236			818	186	377	344	405	391	597	184	311	288	285	231	109	45	247	145
TUE.										8.00P	60	CBS	GV	99 98	B 12.0 22 978	1747	728	252			818	203	388	363	391	366	583	188	323	299	280	208	135	46	211	120
8.00 - 8.30															A 11.2 21 913	1742	700	243			798	166	355	322	400	396	626	206	326	294	284	246	108	44	210	127
8.30 - 9.00															A 13.1 23 1068	1768	738	226			824	198	389	357	405	384	564	165	296	280	279	213	106	45	274	157
RET MAVERICK										8	195				A 9.6 17 782	1619	750	201			797	217	404	381	410	283	633	201	342	305	278	254	128	34	61	50
1 TUE.										8.00P	120	NBC	EW	96	B 14.6 24 1190	1705	711	201			761	189	348	349	379	335	706	222	355	321	313	300	104	43	134	88
8.00 - 8.30															A 8.3 16 676	1740	935	200			983	271	464	402	439	383	583	190	270	219	228	265	112	20	62	62
8.30 - 9.00															A 9.4 17 766	1702	804	188			846	184	376	422	447	327	633	227	324	262	234	258	138	9	85	85
9.00 - 9.30															A 10.1 17 823	1513	650	195			711	233	400	344	371	217	612	163	336	317	309	248	128	44	62	37
9.30 - 10.00															A 10.7 17 872	1522	646	211			682	189	374	359	383	226	672	219	414	389	318	235	130	60	38	21
BS EVENING NEWS-RATHER										159	195	196			A 11.4 25 929	1517	720	217			780	149	282	288	326	431	601	156	262	255	270	293	70	40	66	43
M-F										6.30P	30	CBS	N	99 99	B 13.6 24 1108	1517	683	191			749	143	285	300	348	399	610	153	279	288	293	278	72	37	86	50
BS EVENING NEWS-DEAN										16	171	169			A 8.4 20 685	1689	674	249			774	151	269	297	351	412	818	204	368	382	402	335	54	LT	43	23
SUN.										6.30P	30	CBS	N	89 89	B 9.0 17 734	1586	655	210			725	136	266	277	327	394	696	165	326	335	347	309	72	26	93	58
BS SAT. NEWS-SCHIEFFER										30	143	147			A 7.8 19 636	1637	720	207			778	127	246	286	379	452	638	141	319	324	342	275	100	LT	121	63
SAT.										6.30P	30	CBS	N	86 86	B 10.1 19 823	1561	724	179			788	125	254	275	362	473	626	136	278	283	320	299	55	21	92	49
BS SAT. NIGHT MOVIE										24	199	197			A 13.1 25 1068	1843	781	249			817	260	465	449	389	292	663	175	356	410	406	212	129	63	234	160
SAT.										9.00P	120	CBS	FF	99 98	B 15.6 28 1271	1899	735	286			807	312	509	460	370	235	675	253	439	430	351	171	154	61	263	195
9.00 - 9.30															A 11.3 22 921	1931	796	252			818	270	463	421	377	299	699	186	396	426	432	230	144	80	270	166
9.30 - 10.00															A 12.9 24 1051	1925	796	262			845	260	464	441	393	321	687	183	360	418	423	225	116	60	277	184
10.00 - 10.30															A 14.1 27 1149	1778	771	247			803	261	466	466	384	277	646	169	340	399	393	208	120	54	209	154
10.30 - 11.00															A 14.2 29 1157	1743	750	225			789	245	454	460	392	267	634	164	338	403	380	191	137	62	183	134
BS TUESDAY NIGHT MOVIES										19	187				A 13.1 22 1068	1598	822	286			840	278	476	441	364	294	514	182	319	262	249	174	115	68	129	70
2 TUE.										9.00P	120	CBS	FF	98 98	B 14.3 23 1165	1607	716	270			800	265	466	426	387	260	608	205	359	341	313	191	108	49	91	67
9.00 - 9.30															A 11.5 18 937	1672	789	289			845	223	417	402	383	366	498	152	305	229	266	177	115	52	214	107
9.30 - 10.00															A 11.8 18 962	1638	779	293			801	247	437	404	367	295	531	170	332	262	279	182	135	79	171	76
10.00 - 10.30															A 14.5 25 1182	1535	844	260			844	295	505	461	363	262	499	187	305	260	226	170	122	82	70	49
10.30 - 11.00															A 14.6 26 1190	1563	858	297			858	324	524	482	352	265	532	208	335	289	238	172	91	58	82	56

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
EVENING CONT'D																																		
CBS WEDNESDAY NIGHT MOVIE										2	190	A	10.6	18	864	1457	670	343	732	235^	380	370	323	258^	529	182^	332	280	264^	178^	112^	44v	84^	62v
2 WED.											99	B	11.0	18	897	1621	739	317	777	281	488	444	376	219	583	228	378	328	294	163	133	57	128	108
9.00 - 9.30												A	9.6	16	782	1462	638	333	713	231^	360	374	314	257^	546	165^	314	282^	284^	212^	70v	24v	133^	96^
9.30 - 10.00												A	9.8	16	799	1429	636	346	713	218^	328	350	307	269^	556	156^	306	274^	290^	218^	88^	31v	72v	51v
10.00 - 10.30												A	11.1	19	905	1401	693	331	717	245^	392	343	311	252^	489	180^	323	259^	243^	152^	123^	47v	72^	49v
10.30 - 11.00												A	12.0	21	978	1496	691	351	761	236^	420	396	344	257	516	212^	368	294	238^	142^	160^	71^	59v	52v
CHIPS										27	211	A	15.3	26	1247	2243	630	223	778	365	520	446	288	211	690	266	484	426	346	161^	239	68^	536	370
2 SUN.											99	B	16.5	25	1345	2182	678	272	770	294	482	412	330	238	687	271	463	408	329	179	256	101	469	303
8.00 - 8.30												A	14.3	25	1165	2209	652	222	797	360	512	446	300	234	681	239	457	418	360	177^	215	65^	516	362
8.30 - 9.00												A	16.3	27	1328	2264	611	224	759	369	526	446	277	190	699	290	507	430	332	149^	256	68^	550	375
COMING OUT OF-ICE(S)											194	A	21.4	36	1744	1752	813	351	930	284	491	485	424	357	649	230	400	396	335	188	81^	25v	92^	75^
2 SUN.											99	A	20.4	35	1663	1784	814	324	922	280	453	442	410	389	640	219	387	377	328	203	85^	29v	137^	107^
8.00 - 8.30												A	20.1	34	1638	1719	815	343	921	268	472	471	423	369	612	201	369	369	328	193	87^	30v	99^	87^
8.30 - 9.00												A	21.6	35	1760	1758	811	362	938	297	520	516	429	335	664	241	415	417	344	181	86^	22v	70^	56^
9.00 - 9.30												A	23.4	38	1907	1753	819	371	941	293	514	512	433	340	671	247	422	422	342	177	73^	18v	68^	56^
9.30 - 10.00																																		
CRIME IN AMERICA										4	195	A	8.2	16	668	1633	589	261	625	233	431	400	325	157^	563	181	393	320	319	145^	166^	71^	279	169^
SUN.											98	B	7.9	16	644	1775	665	277	710	257	468	442	384	185	614	241	421	339	315	152	185	77	266	179
7.00 - 7.30												A	7.7	16	628	1604	567	239	605	225	406	374	311	167^	580	207	402	318	304	152^	140^	63^	279	170^
7.30 - 8.00												A	8.8	17	717	1632	602	276	633	243	449	420	328	140^	542	154^	381	320	328	138^	183	74^	274	168^
DALLAS										23	202	A	14.8	28	1206	1740	756	307	877	308	473	395	341	353	538	174	305	261	259	199	89^	51^	236	144

FRI.	9.00P	60	CBS	GD	99	98	B 26.1	43	2127	1797	835	304	919	311	491	435	397	360	550	196	309	275	246	203	113	63	215	145
9.00 - 9.30							A 14.2	27	1157	1710	735	304	857	313	467	382	327	340	509	160	273	233	243	201	86^	50^	258	155
9.30 - 10.00							A 15.4	28	1255	1754	773	307	890	302	472	402	349	365	560	188	332	288	274	191	87^	51^	217	135
DIFF'RENT STROKES																												
1 THU.	9.30P	30	NBC	CS	97	99	A 15.1	25	1231	2013	719	291	796	310	500	379	335	248	560	242	378	310	243	137	207	135	450	322
2 THU.	9.00P	30					B 17.3	27	1410	2031	733	274	823	285	490	421	353	280	540	195	339	301	246	162	248	118	420	300
DUKES OF HAZZARD																												
FRI.	8.00P	60	CBS	CS	99	98	A 15.2	31	1239	2109	612	233	715	255	369	302	278	310	540	192	278	220	232	221	148	64^	706	392
8.00 - 8.30							B 21.8	37	1777	2136	662	223	733	237	391	350	329	291	602	213	344	301	284	220	182	75	619	375
8.30 - 9.00							A 13.6	29	1108	2112	605	225	720	258	372	297	270	317	547	194	279	216	228	228	157	68^	688	373
							A 16.8	33	1369	2104	612	235	709	252	366	303	282	303	532	189	277	223	233	215	142	62^	721	406
ELEANOR, FIRST LADY(S)																												
1 WED.	9.00P	120	CBS	FF	99		A 16.0	27	1304	1436	801	260	886	173^	340	339	456	470	456	89^	182	193	255	239	41v	21v	53^	48^
9.00 - 9.30							A 15.3	25	1247	1508	824	291	920	235	411	405	473	414	461	93^	176^	186^	266	235	46v	31v	81^	66^
9.30 - 10.00							A 16.6	27	1353	1455	809	278	903	189	356	339	457	478	454	83^	164^	169^	257	255	42v	21v	56^	56^
10.00 - 10.30							A 16.5	27	1345	1413	787	241	865	141^	308	315	444	489	458	98^	195	211	249	234	45^	19v	45v	45v
10.30 - 11.00							A 15.4	27	1255	1373	792	233	857	127^	284	298	455	501	455	84^	194	202	247	236	33v	14v	28v	28v
FACTS OF LIFE																												
1 WED.	9.00P	30	NBC	CS	98		A 15.9	26	1296	1680	663	229	743	215	353	294	291	358	462	104^	222	230	249	214	185	101^	290	199
							B 19.2	30	1565	1765	755	304	839	277	454	385	357	325	491	151	267	247	229	180	190	115	245	183
FALL GUY																												
WED.	9.00P	60	ABC	A	99	99	A 15.9	26	1296	1745	594	263	642	251	406	370	277	189	595	284	396	348	250	157	214	102	294	183
9.00 - 9.30							B 18.8	29	1532	1834	664	275	713	288	479	431	337	179	702	322	489	414	310	169	192	72	227	155
9.30 - 10.00							A 15.2	25	1239	1730	576	254	622	249	408	369	264	174	565	278	382	314	230	154	204	96^	339	214
							A 16.7	27	1361	1741	604	269	652	248	399	367	289	201	618	287	407	372	265	159	221	108	250	154
FAME																												
1 THU.	8.42P	48	NBC	GD	96	98	A 12.1	22	986	2026	705	335	814	348	532	375	328	225	653	290	472	367	290	134	252	157	307	232
							B 14.5	23	1182	2000	701	307	788	326	524	414	324	216	540	218	358	302	238	146	248	158	424	296
CONT'D																												

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
FAME-CONT'D																															
2 THU. 8.00P 60																															
8.00 - 8.30																		A 11.6 22 945		2088 684 457		823 366 537 349 327 230		689 309 488 365 319 134		299 159		277 181			
8.30 - 9.00																		A 13.4 24 1092		2226 722 350		813 365 559 374 321 214		719 412 574 351 260 94		323 196		371 251			
9.00 - 9.30																		A 12.1 20 986		1891 740 278		838 352 545 407 346 229		595 202 416 410 299 153		165 131		293 270			
FANTASY ISLAND 27 203 203																		A 17.8 34 1451		1650 673 261		721 223 378 332 338 290		474 155 309 284 246 132		182 109		273 193			
1 SAT. 10.00P 60 ABC A 99 99																		B 18.1 33 1475		1753 709 310		795 312 495 407 344 251		553 237 363 312 233 158		178 100		227 175			
2 SAT. 9.30P 90																															
9.30 - 10.00																		A 19.1 35 1557		1863 720 244		754 249 395 331 345 317		542 186 367 328 280 149		208 135		359 240			
10.00 - 10.30																		A 18.0 34 1467		1603 674 265		728 213 378 340 346 294		433 138 276 252 221 128		173 100		269 187			
10.30 - 11.00																		A 17.0 35 1386		1579 646 266		696 216 368 325 329 273		478 154 312 292 254 126		175 103		230 172			
FATHER MURPHY 10 206 206																		A 8.7 17 709		1993 727 245		766 228 345 341 294 369		644 195 353 335 329 235		187 52		396 245			
SUN. 7.00P 60 NBC GD 99 99																		B 9.9 18 807		1963 753 280		856 240 393 375 353 402		642 192 346 314 295 255		124 61		341 202			
7.00 - 7.30																		A 8.1 17 660		1936 712 244		735 209 319 322 277 369		616 188 341 321 306 227		185 55		400 238			
7.30 - 8.00																		A 9.4 18 766		2008 724 237		775 235 357 349 307 366		659 199 358 341 343 241		187 51		387 248			
GIMME A BREAK 26 193 196																		A 16.1 26 1312		1865 762 318		871 338 541 418 373 270		502 211 310 267 209 146		159 88		333 225			
1 THU. 10.00P 30 NBC CS 96 98																		B 16.5 26 1345		1924 769 296		870 302 524 452 383 287		535 183 328 304 252 163		219 104		300 217			
2 THU. 9.30P 30																															
GREATEST AMERICAN HERO 27 201 204																		A 12.3 22 1002		1881 578 286		626 239 391 365 265 182		524 246 357 303 231 133		212 89		519 319			
WED. 8.00P 60 ABC CS 98 99																		B 16.2 25 1320		2062 639 275		703 303 497 440 316 158		633 315 474 402 268 120		242 93		484 294			
8.00 - 8.30																		A 11.6 22 945		1793 567 275		613 213 367 344 271 197		515 241 341 298 222 140		185 76		480 281			
8.30 - 9.00																		A 13.0 23 1060		1943 588 295		637 258 412 381 262 171		529 249 371 305 239 127		226 98		551 353			
GRINCH/THE CAT IN THE HAT(S) 203																		A 10.7 21 872		1695 420 196		442 173 307 232 218 112		304 165 228 198 135 46		153 87		796 418			
2 THU. 8.00P 30 ABC EA 99																															
HAPPY DAYS 30 204 203																		A 14.3 27 1165		1936 532 245		655 273 428 335 256 184		451 205 289 255 169 122		325 153		505 311			
TUE. 8.00P 30 ABC CS 99 99																		B 19.8 31 1614		1946 642 282		721 323 496 393 293 184		504 235 360 298 211 109		270 145		451 295			
HARPER VALLEY 6 185 187																		A 6.7 15 546		1996 845 285		927 280 422 249 337 456		651 140 266 276 327 359		143 44		275 167			
SAT. 8.00P 30 NBC CS 92 93																		B 8.9 18 725		1814 707 222		818 229 367 297 315 397		611 138 248 263 286 326		126 51		259 185			
HART TO HART 29 202 203																		A 19.0 33 1549		1712 760 304		826 331 512 421 352 259		592 240 373 353 250 169		176 84		118 70			
TUE. 10.00P 60 ABC PD 99 99																		B 20.9 35 1703		1671 756 318		836 334 548 464 380 233		581 264 411 353 250 135		159 79		95 68			
10.00 - 10.30																		A 19.3 32 1573		1730 760 305		822 329 514 426 353 252		598 251 384 363 242 166		177 90		133 77			
10.30 - 11.00																		A 18.6 33 1516		1695 763 302		832 331 510 417 354 269		586 231 361 344 255 171		177 80		100 61			
HILL STREET BLUES 26 213 214																		A 15.9 28 1296		1602 687 260		795 383 540 428 316 186		638 330 457 390 247 141		109 37		60 54			
1 THU. 10.30P 60 NBC OP 99 99																		B 18.3 31 1491		1753 726 318		814 367 563 466 352 195		714 337 512 454 307 151		145 58		80 61			
2 THU. 10.00P 60																															
10.00 - 10.30																		A 16.2 29 1320		1736 684 229		827 421 553 388 302 202		642 368 460 356 208 149		179 66		88 65			
10.30 - 11.00																		A 15.8 28 1288		1554 686 273		774 355 519 427 321 188		619 319 443 371 245 136		109 36		52 52			
11.00 - 11.30																		A 15.6 28 1271		1553 692 264		802 402 570 462 316 167		675 315 486 456 294 149		31 8		45 45			
HOLLYWOOD-GIFT-LAUGHTER(S) 201																		A 15.8 26 1288		1853 653 227		699 285 500 458 356 141		730 328 548 467 372 128		208 121		216 146			
1 SUN. 8.00P 180 ABC U 99																															
8.00 - 8.30																		A 13.5 25 1100		1806 637 175		672 253 430 415 321 181		626 262 460 376 317 146		212 118		296 214			
8.30 - 9.00																		A 14.9 25 1214		1918 649 167		681 277 472 465 337 145		686 299 508 410 335 144		231 119		320 235			
9.00 - 9.30																		A 16.5 27 1345		1906 681 230		732 322 538 470 353 149		735 337 543 484 364 129		201 111		238 173			
9.30 - 10.00																		A 17.7 27 1443		1879 666 264		712 284 518 464 375 130		752 324 562 517 402 113		207 119		208 140			
CONT'D																															



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
													TOTAL		18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG AUD. %	AVG SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11											
														TOTAL	18-34	WOMEN 18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL	18-34	25-54	35-64	55+							
EVENING CONT'D																																					
LOVE BOAT SPECIAL(S)														200		A 12.9 29 1051		1422	551	226	647	155^	266	242	269	313	357	124^	198^	186^	155^	114^	188^	123^	230	186^	
1 SAT. 8.00P 60 ABC CS														99	A 11.3 26 921		1355	549	218^	639	134^	246^	241^	272	317	329	105^	163^	176^	145^	112^	177^	116^	210^	169^		
8.00 - 8.30															A 14.4 31 1174		1470	556	232	653	170^	281	241	268	311	375	137^	224	193^	163^	113^	194^	127^	248	201^		
8.30 - 9.00															A 10.2 19 831		1697	712	336	779	259^	460	404	365	282^	460	128^	316	290	290	122^	202^	157^	256^	140^		
MAGGIE														3	187	B 10.5 20 856		1604	725	307	789	283	439	374	334	305	447	162	295	268	220	126	174	102	194	131	
2 FRI. 8.30P 30 ABC CS														95	A 18.1 32 1475		1693	696	235	821	220	407	371	385	352	635	191	342	315	317	246	121	68^	116	84		
MAGNUM, P.I.														29	201	200	B 20.7 34 1687		1816	740	263	835	238	414	391	386	352	610	181	317	312	305	240	152	68	219	138
1 THU. 8.42P 60 CBS PD														99	99	A 15.1 29 1231		1619	626	191^	777	183^	299	275	327	413	610	175^	291	241	269	285	80^	41^	152^	100^	
2 THU. 8.00P 120																A 17.1 31 1394		1661	612	216	790	199	348	311	350	385	606	176	309	277	287	259	111^	69^	154^	111^	
8.00 - 8.30																A 19.3 32 1573		1729	743	249	849	232	451	412	415	335	644	191	357	339	341	233	134	80	102	77^	
8.30 - 9.00																A 18.2 30 1483		1690	621	238	788	240	389	337	335	333	684	245	395	346	302	250	127^	63^	91^	64^	
9.00 - 9.30																A 13.9 23 1133		1835	807	372	849	325	572	482	383	257	660	247	425	385	307	180^	130^	54^	196^	159^	
MAKING THE GRADE														5	189	B 15.9 25 1296		1740	693	337	774	288	495	444	352	226	613	251	404	348	275	173	173	74	180	135	
1 MON. 8.30P 30 CBS CS														99	A 22.1 37 1801		1896	809	321	891	274	494	459	423	336	761	239	454	436	406	245	95^	37^	149	94^		
MARCO POLO, PART I(S)														213		A 20.8 38 1695		1977	803	318	880	267	512	464	423	309	765	219	439	437	413	259	131^	52^	201	140^	
1 SUN. 8.00P 181 NBC GD														99	A 22.8 39 1858		1972	828	343	905	260	495	467	448	345	753	219	438	432	412	252	109^	46^	205	128		
8.00 - 8.30																A 22.4 36 1826		1907	793	316	879	260	477	448	431	341	760	223	446	438	421	244	106^	44^	162	104^	
8.30 - 9.00																																					
9.00 - 9.30																																					
9.30 - 10.00																																					
10.00 - 10.30																																					
10.30 - 11.00																																					
MARCO POLO, PART II(S)														213		A 20.3 35 1654		1747	690	293	774	228	407	406	401	291	661	198	362	363	363	233	131^	49^	181	134^	
2 MON. 8.00P 120 NBC GD														99	A 19.1 36 1557		1762	704	292	781	205	381	386	410	324	638	177	333	326	354	245	153	62^	190	125^		
8.00 - 8.30																A 21.2 37 1728		1778	682	284	755	211	393	400	393	288	660	190	354	349	367	240	145	54^	218	152	
8.30 - 9.00																A 20.5 33 1671		1749	691	296	782	240	425	423	401	280	663	204	367	381	359	228	130^	49^	174	141^	
9.00 - 9.30																A 20.5 33 1671		1674	675	296	768	247	428	407	399	268	668	214	381	387	363	216	100^	31^	138^	115^	
9.30 - 10.00																																					
MARCO POLO, PART III(S)														213		A 22.0 36 1793		1689	732	334	841	324	497	439	367	275	602	168	338	353	344	215	66^	14^	180	128^	
2 TUE. 8.00P 120 NBC GD														99	A 20.4 37 1663		1609	686	337	806	306	470	419	360	265	577	152	304	325	332	220	38^	10^	188	138^		
8.00 - 8.30																A 22.3 38 1817		1674	721	336	825	316	484	439	357	271	583	149	315	335	337	223	61^	14^	205	148	
8.30 - 9.00																A 22.6 35 1842		1736	756	333	861	333	512	450	372	283	614	171	347	361	358	219	86^	18^	175	119^	
9.00 - 9.30																A 22.5 35 1834		1735	760	332	866	336	517	453	380	280	629	194	381	387	354	197	84^	18^	156	105^	
9.30 - 10.00																																					
MARCO POLO, PART IV(S)														213		A 20.8 36 1695		1720	771	352	846	325	531	490	394	246	617	189	380	383	344	186	113^	30^	144	116^	
2 WED. 8.00P 180 NBC GD														99	A 18.0 34 1467		1672	735	361	830	318	492	437	363	271	582	164	338	351	332	194	107^	27^	153^	115^		
8.00 - 8.30																A 19.4 34 1581		1772	752	376	845	322	533	475	383	252	620	191	381	386	342	188	132^	31^	175	134^	
8.30 - 9.00																A 20.9 35 1703		1803	802	366	866	310	545	503	417	258	630	172	384	396	373	192	133^	31^	174	147	
9.00 - 9.30																A 21.5 35 1752		1721	803	351	865	303	526	501	421	270	621	167	370	387	370	196	101^	30^	134^	113^	
9.30 - 10.00																A 22.6 38 1842		1695	776	344	847	349	554	516	391	225	615	203	395	395	334	171	101^	28^	132	111^	
10.00 - 10.30																A 22.6 40 1842		1630	736	314	807	334	523	489	380	209	623	228	401	374	313	176	98^	33^	102^	86^	
10.30 - 11.00																																					
M*A*S*H														27	192	193	A 14.4 24 1174		1767	706	294	801	315	481	396	307	274	553	247	350	240	218	177	159	94^	254	197
1 MON. 8.00P 30 CBS CS														99	99	B 21.2 31 1728		1768	728	305	806	292	478	433	352	261	610	251	389	348	264	182	170	78	182	134	
2 MON. 9.00P 60																																					
CONT'D																																					

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2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)			LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
										TOTAL			18- 34	WOMEN			MEN					TEENS (12-17)		CHILDREN (2-11)									
														TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																	
M*A*S*H-CONT'D																																	
8.00 - 8.30												A 15.0	28	1223	1755	781	294	825	255	507	446	396	288	583	256	346	269	212	188	176	74	171	171
9.00 - 9.30												A 13.7	22	1117	1781	649	294	775	340	472	372	257	250	520	221	324	212	224	183	139	102	347	238
9.30 - 10.00												A 14.5	23	1182	1761	680	294	799	354	461	359	260	285	555	266	379	239	215	159	154	103	253	184
MISS USA BEAUTY PAGEANT(S)												A 22.5	38	1834	1555	775	217	854	229	456	422	446	334	517	157	269	254	268	196	104	67	80	51
1 THU. 9.42P 121 CBS AC 99																																	
10.00 - 10.30												A 21.7	35	1769	1604	783	217	865	238	461	419	436	340	520	159	267	254	266	197	112	77	107	70
10.30 - 11.00												A 23.4	39	1907	1545	752	206	831	219	429	399	436	335	510	152	258	247	269	202	107	75	97	57
11.00 - 11.30												A 23.5	42	1915	1487	766	204	845	219	439	414	450	339	496	148	254	235	256	199	97	63	49	28
MORK & MINDY												A 11.1	20	905	1751	506	218	548	257	366	280	181	163	495	243	352	315	203	114	190	83	518	320
1 THU. 8.42P 30 ABC CS 99 99												B 11.1	19	905	1782	569	210	609	289	397	351	220	167	511	257	371	342	208	101	197	88	465	286
2 THU. 8.30P 30																																	
NBC FRIDAY MOVIE OF-WEEK												A 8.7	17	709	1544	745	313	823	264	396	387	380	335	528	165	273	309	294	193	73	48	120	101
1 FRI. 8.00P 180 NBC FF 94 92												B 9.1	16	742	1749	641	277	702	228	408	412	358	216	677	238	420	418	353	198	145	72	225	178
2 FRI. 8.00P 120																																	
8.00 - 8.30												A 7.9	17	644	1640	717	291	773	248	372	399	356	297	599	172	305	359	361	220	113	66	155	121
8.30 - 9.00												A 8.2	16	668	1603	707	344	792	252	390	438	376	285	575	168	301	351	334	205	79	39	157	115
9.00 - 9.30												A 8.6	17	701	1501	738	320	813	267	400	393	357	332	507	177	264	300	269	186	58	52	123	123
9.30 - 10.00												A 8.9	16	725	1561	785	323	878	283	434	393	371	369	516	168	265	303	269	195	36	36	131	121
10.00 - 10.30												A 10.3	19	839	1405	771	277	833	243	360	323	443	382	445	136	214	232	234	168	61	47	66	50
10.30 - 11.00												A 10.0	19	815	1422	754	298	825	270	384	314	407	363	454	138	242	245	256	163	105	60	38	31
BC MAGAZINE												A 8.2	16	668	1427	785	305	788	130	274	320	396	416	619	161	306	271	273	286	20	LT	LT	LT
1 SAT. 10.00P 60 NBC DN 94												B 9.4	19	766	1518	805	222	867	189	389	396	410	399	599	126	284	305	305	267	8	LT	44	34
10.00 - 10.30												A 8.5	16	693	1414	742	281	747	145	238	273	332	424	667	185	372	340	309	265	LT	LT	LT	LT
10.30 - 11.00												A 7.9	17	644	1422	825	322	825	111	309	364	460	408	557	135	228	195	228	304	40	LT	LT	LT
BC MONDAY NIGHT MOVIES												A 14.6	23	1190	1545	678	129	731	264	436	398	334	240	478	183	266	263	213	150	221	118	115	84
1 MON. 9.00P 120 NBC FF 96												B 18.0	27	1467	1697	748	276	833	267	469	430	397	298	594	217	360	321	277	188	133	75	137	91
9.00 - 9.30												A 14.7	23	1198	1663	703	140	758	256	447	411	356	261	479	178	239	256	196	175	219	112	207	136
9.30 - 10.00												A 14.8	23	1206	1565	676	121	724	258	421	392	335	249	464	169	245	259	210	151	237	137	140	104
10.00 - 10.30												A 14.8	24	1206	1476	662	128	711	276	429	400	314	215	476	192	282	270	215	137	230	119	59	47
10.30 - 11.00												A 14.1	24	1149	1463	671	129	728	262	444	391	332	233	484	187	294	262	233	137	197	101	54	48
BC NEWS SPECIAL REPORT(S)												A 7.3	14	595	1793	807	278	888	384	574	506	361	242	832	328	511	559	363	240	41	LT	32	32
2 FRI. 10.00P 60 NBC N 96																																	
10.00 - 10.30												A 7.5	14	611	1761	761	280	860	367	543	486	357	241	803	335	493	549	342	225	77	LT	21	21
10.30 - 11.00												A 7.2	14	587	1789	842	265	900	394	594	517	356	238	845	319	521	560	374	249	LT	LT	44	44
BC NEWS UPDATE-M-F												A 12.1	21	986	1790	738	297	816	268	460	408	369	290	587	193	343	325	294	201	155	74	232	179
1 M & W 8.58P 1 NBC N 87 88												B 13.9	21	1133	1820	756	274	836	248	425	384	375	348	593	176	305	292	279	240	135	71	256	174
1 TUE. 8.59P 1																																	
1 THU. 9.28P 1																																	
1 FRI. 9.10P 1																																	
2 M & F 9.04P 1																																	
2 TUE. 9.10P 1																																	
2 WED. 9.05P 1																																	
2 THU. 8.58P 1																																	
BC NEWS UPDATE-SAT.												A 5.8	12	473	2008	734	207	861	197	357	277	367	433	586	86	205	239	295	347	232	109	329	170
SAT. 8.58P 1 NBC N 85 84												B 11.0	19	897	1786	749	268	854	225	397	353	391	388	621	146	284	277	304	291	113	54	198	132







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #		DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	WOMEN 18-49			25-54	35-64		55+	TOTAL	18-34	MEN 18-49			25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING CONT'D																																		
TAXI																																		
1 THU.		9.42P		30	ABC	CS	30	204	202	A	14.3	23	1165	1557	667	332	727	339	509	404	319	179	632	277	453	425	290	140	97^	32^	101^	66^		
2 THU.		9.30P		30						B	15.8	25	12^8	1658	704	324	762	344	512	424	324	199	654	316	460	411	267	147	126	59	116	84		
TEACHERS ONLY																																		
1 WED.		9.30P		30	NBC	CS	4	196		A	14.7	24	1198	1614	707	224	759	257	441	380	339	284	487	155^	277	259	252	177^	131^	107^	237	158^		
										B	16.0	25	1304	1590	694	259	773	266	431	367	321	299	469	138	268	259	227	166	177	126	171	127		
THAT'S INCREDIBLE																																		
1 MON.		8.00P		60	ABC	PV	27	205		A	14.0	24	1141	1680	502	188^	593	161^	289	231	291	276	598	174^	327	336	318	234	189^	56^	300	193^		
		8.00 - 8.30								B	18.2	27	1483	1869	658	258	710	228	413	376	353	243	714	249	436	402	351	217	167	57	278	194		
		8.30 - 9.00								A	12.3	23	1002	1688	508	187^	618	169^	307	229^	293	284	582	154^	312	321	315	241	196^	63^	292	160^		
										A	15.7	26	1280	1666	493	187	569	154^	272	232	285	267	608	191	338	348	319	225	183^	50^	306	218		
THREE'S COMPANY																																		
1 TUE.		9.00P		30	ABC	CS	30	205	204	A	20.4	32	1663	1899	712	278	785	295	488	410	332	249	519	209	312	296	213	162	254	154	341	220		
2 TUE.		9.00P		60						B	23.2	35	1891	1841	705	297	788	326	508	416	329	230	528	230	355	304	230	134	249	135	276	193		
		9.00 - 9.30								A	20.0	32	1630	1929	693	275	762	293	484	407	318	237	521	214	312	305	212	158	259	153	387	248		
		9.30 - 10.00								A	21.3	33	1736	1843	749	283	830	299	498	421	361	269	514	195	306	284	220	166	245	155	254	167		
TOO CLOSE FOR COMFORT																																		
1 TUE.		9.30P		30	ABC	CS	27	205		A	22.4	36	1826	1852	652	249	735	329	502	407	265	213	522	230	300	298	200	150	245	123^	350	201		
										B	22.5	34	1834	1772	719	308	806	338	528	429	337	228	530	238	362	307	225	129	222	121	214	154		
TRAPPER JOHN, M.D.																																		
		10.00P		60	CBS	GD	25	189	196	A	19.2	33	1565	1686	800	281	899	299	471	404	387	363	603	195	340	334	284	214	78	29^	106	84		
		10.00 - 10.30								B	20.7	34	1687	1609	783	309	890	299	483	414	381	346	524	182	294	273	230	193	110	57	85	67		
										A	19.1	32	1557	1656	779	286	873	283	450	392	383	360	611	199	347	343	288	211	71^	27^	101	81		
10.30 - 11.00																																		
										A	19.4	34	1581	1700	813	271	915	313	486	412	389	362	588	192	332	322	274	212	85	31^	112	86		
20/20							28	202	202	A	15.0	26	1223	1539	704	327	788	300	496	406	371	246	613	195	388	401	319	164	102	51^	36^	24^		
1 THU.		10.12P		60	ABC	DN	99	99		B	15.4	26	1255	1527	728	293	777	267	464	423	386	246	623	221	383	364	299	183	85	36	42	32		
2 THU.		10.00P		60						A	16.7	30	1361	1581	707	317	798	291	504	425	400	243	605	145^	386	409	370	161^	148^	67^	30^	14^		
		10.00 - 10.30								A	15.2	27	1239	1523	708	329	798	306	511	416	377	244	609	182	373	406	321	172	81^	45^	35^	25^		
		10.30 - 11.00																																
WALT DISNEY																																		
SAT.		8.00P		60	CBS	FV	29	201	200	A	10.2	22	831	2000	677	217	752	228	380	376	330	326	550	158	342	360	342	164	148	44^	550	270		
		8.00 - 8.30								B	15.7	27	1280	2174	680	246	746	272	456	411	328	242	611	244	405	376	295	161	187	81	630	378		
		8.30 - 9.00								A	9.5	21	774	2005	665	204	737	232	367	369	325	324	573	166	347	357	351	186	154^	39^	541	274		
										A	10.9	22	888	1977	687	222	761	221	385	382	333	328	520	148	332	356	330	142	139	48^	557	266		
WAYNE NEWTON SPECIAL(S)																																		
2 WED.		10.00P		60	ABC	GV		204		A	13.7	24	1117	1512	805	357	842	236	424	439	413	338	508	171^	288	322	257	157^	94^	29^	68^	30^		
		10.00 - 10.30								A	14.5	25	1182	1505	797	368	833	231	418	438	404	340	471	169^	265	310	238	141^	123^	55^	78^	39^		
		10.30 - 11.00								A	12.9	23	1051	1514	812	343	848	240	429	436	422	336	548	173^	314	335	280	172^	62^	LT	56^	19^		
•LATE FRINGE																																		
ABC MOVIE OF THE WEEK							18	157	155	A	3.7	17	302	841	262^	153^	371^	195^	209^	149^	93^	113^	420	145^	241^	271^	206^	126^	50^	50^	LT	LT		
MON.		12.00M		71	ABC	FF	88	88		B	3.2	15	261	1048	388	160	470	195	340	259	221	110	531	200	399	350	288	98	32	LT	LT	LT		
		12.00 - 12.30								A	4.0	16	326	847	257^	135^	319^	141^	172^	138^	89^	120^	491	172^	255^	267^	181^	193^	37^	37^	LT	LT		
		12.30 - 1.00								A	3.4	17	277	939	297^	210^	481	286^	286^	178^	111^	123^	375^	147^	237^	268^	206^	83^	83^	LT	LT	LT		
ABC MOVIE OF THE WEEK-2																																		
MON.		1.11A		21	ABC	FF	88	88		A	3.1	21	253	648	249^	95^	336^	178^	182^	178^	99^	71^	312^	75^	217^	241^	237^	71^	LT	LT	LT	LT		
										B	2.5	17	204	836	305	128	359	140	278	227	192	53	443	145	369	306	270	64	LT	LT	27	LT		
ABC NEWS:NIGHTLINE																																		
1 MTUWF		11.30P		30	ABC	N	137	188	189	A	7.1	21	579	1358	567	182	612	159	337	300	358	213	679	237	400	366	315	224	46^	10^	21^	19^		
1 THU.		11.42P		18						B	7.3	21	595	1344	593	197	638	181	347	328	336	239	635	204	373	341	313	215	55	22	16	13		
2 M-F		11.30P		30																														

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN 18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
ABC NEWS:NIGHTLINE-WED(B)						188		A	4.9	19	399	1053	424	103	484	93	181	223	235	261	461	241	336	276	220	125	LT	LT	108	108			
1 WED. 12.00M 13 ABC N						96																											
ABC NEWS:NIGHTLINE-THU(B)						187		A	4.5	14	367	932	486	210	589	220	324	254	342	169	343	59	65	212	200	131	LT	LT	LT	LT			
1 THU. 12.00M 13 ABC N						95																											
ABC NEWS:NIGHTLINE-FRI(B)						186		A	5.7	17	465	1482	466	151	487	79	232	228	353	180	826	406	600	471	291	226	124	LT	45	45			
2 FRI. 12.00M 20 ABC N						94																											
ABC WEEKEND REPORT-SAT.						31	170	A	6.3	15	513	1388	608	204	639	205	345	361	351	185	674	258	451	355	340	144	75	25	LT	LT			
1 SAT. 11.00P 15 ABC N						91	91	B	6.5	14	530	1421	611	225	662	233	392	354	312	204	638	254	433	383	296	149	82	40	39	32			
2 SAT. 11.00P 30																																	
ABC WEEKEND REPORT-SUN.						32	173	A	4.2	9	342	1409	658	254	693	321	451	410	281	152	672	307	438	319	286	184	23	23	21	21			
SUN. 11.00P 15 ABC N						93	93	B	4.8	11	391	1364	554	204	596	215	368	356	300	172	706	271	510	464	353	158	50	20	LT	LT			
CBS NEWS SPEC-FALKLANDS(S)						175		A	8.7	22	709	1302	560	227	640	231	339	276	240	260	484	216	361	292	214	101	109	40	69	69			
2 FRI. 11.30P 15 CBS N						94																											
CBS SUNDAY NEWS-OSGOOD						33	128	A	6.6	14	538	1390	660	230	754	260	356	246	290	338	599	202	392	403	266	185	17	LT	20	20			
SUN. 11.00P 15 CBS N						70	70	B	6.7	14	546	1380	721	237	791	211	378	336	353	365	534	171	294	268	229	216	40	17	15	12			
DAVID LETTERMAN I						60	188	A	2.9	15	236	1085	499	254	542	216	339	211	246	178	495	326	407	287	118	77	35	LT	LT	LT			
1 M-W 12.30A 30 NBC GV						94	94	B	3.0	15	245	1143	526	187	567	232	355	263	235	185	527	275	400	320	196	92	39	LT	LT	LT			
1 THU. 1.00A 30																																	
2 M-TH 12.30A 30																																	
DAVID LETTERMAN II						60	188	A	2.1	14	171	1058	513	181	520	221	321	221	199	188	526	374	444	274	111	59	LT	LT	LT	LT			
1 MON. 1.00A 23 NBC GV						94	94	B	2.1	14	171	1023	470	151	503	230	317	213	182	166	484	265	378	283	171	76	32	LT	LT	LT			
1 TUE. 1.00A 30																																	
1 WED. 1.00A 26																																	
1 THU. 1.30A 26																																	
2 MON. 1.00A 25																																	
2 TU & W 1.00A 30																																	
2 THU. 1.00A 26																																	
FANTASY ISLAND-12.00						32	161	A	3.4	16	277	859	459	102	524	220	350	306	246	84	335	104	223	151	163	112	LT	LT	LT	LT			
TUE. 12.00M 69 ABC A						90	89	B	3.3	16	269	993	412	176	503	224	344	273	231	120	427	205	327	240	177	86	52	36	LT	LT			
12.00 - 12.30								A	3.6	14	293	1096	601	116	669	355	471	397	225	105	427	147	300	221	211	127	LT	LT	LT	LT			
12.30 - 1.00								A	3.3	17	269	665	320	60	376	108	264	242	256	26	289	63	174	111	141	115	LT	LT	LT	LT			
FRIDAYS						31	166	A	4.3	17	350	1449	461	251	526	235	355	335	291	53	646	460	546	389	174	60	211	45	66	66			
1 FRI. 12.00M 71 ABC GV						94	94	B	4.7	17	383	1421	459	237	530	271	429	323	228	71	605	378	526	391	202	51	252	120	34	32			
2 FRI. 12.20A 71																																	
12.00 - 12.30								A	5.5	18	448	1661	587	294	620	188	455	504	432	48	608	247	440	393	331	92	286	60	147	147			
12.30 - 1.00								A	4.4	17	359	1440	410	253	510	268	321	307	242	33	667	524	569	369	143	53	219	52	44	44			
1.00 - 1.30								A	3.0	15	245	1355	510	266	510	224	339	253	286	122	719	645	698	514	74	21	126	LT	LT	LT			
FRIDAYS-PART 2						28	166	A	3.3	17	269	974	294	123	335	120	161	208	215	89	498	458	458	227	40	40	141	40	LT	LT			
1 FRI. 1.11A 7 ABC GV						94	94	B	3.6	17	293	1200	393	220	450	262	385	261	167	50	539	359	500	348	168	23	196	101	LT	LT			
2 FRI. 1.31A 8																																	
LATE MOVIE I						156	165	A	6.1	23	497	1288	668	285	747	248	423	386	389	224	476	176	272	256	224	152	56	26	LT	LT			
1 M & TU 11.30P 72 CBS FF						90	89	B	6.3	22	513	1338	650	267	742	288	499	424	360	181	522	225	364	318	242	118	57	27	17	14			
1 WED. 11.30P 78																																	
CONT'D																																	



## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2		AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL FEM.	TOTAL 6-11
LATE FRINGE CONT'D																										
LATE MOVIE I-CONT'D																										
1	THU.	12.14A	72																							
2	MON.	11.30P	72																							
2	TUE.	11.30P	70																							
		11.30 - 12.00					A	6.4	19	522	1312	664 300	737 242	412 374	372 245				500 180	275 258	229 175			60^ 39^	15^ 10^	
		12.00 - 12.30					A	6.2	24	505	1248	655 282	719 243	409 379	368 210				473 169	270 259	231 153			52^ 28^	LT LT	
		12.30 - 1.00					A	6.1	28	497	1410	756 365^	958 287^	586 521	572 226^				400^221^	221^214^	120^ 91^			52^ LT	LT LT	
		1.00 - 1.30					A	5.7	34	465	1062	593 191^	767 314^	391^317^	393^197^				209^116^	116^116^	46^ 47^			86^ LT	LT LT	
LATE MOVIE II																										
1	MON.	12.42A	49	CBS FF	156	165 163	A	4.4	27	359	1162	599 245	682 267	401 337	343 164				443 187	284 250	189 120^			37^ LT	LT LT	
1	TUE.	12.42A	59		90	89	B	4.4	26	359	1219	537 228	638 283	465 374	296 122				517 236	382 330	236 95			51 21	LT LT	
1	WED.	12.48A	43																							
1	THU.	1.26A	53																							
2	M & W	12.42A	43																							
2	TUE.	12.40A	48																							
2	THU.	12.42A	46																							
		12.30 - 1.00					A	5.0	27	408	865	532^260^	532^299^	299^144^	115^157^				333^211^	211^101^	80^122^			LT LT	LT LT	
		1.00 - 1.30					A	4.3	28	350	1163	645 249	691 289	426 337	337 157^				464 187	292 257	209 129^			LT LT	LT LT	
		1.30 - 2.00					A	4.1	33	334	1063	378^225^	554^134^	207^276^	360^144^				306^213^	213^213^	LT 93^			203^ LT	LT LT	
LOVE BOAT-12.00																										
1	WED.	12.13A	68	ABC CS	31	161 161	A	3.5	16	285	853	365^137^	428 129^	204^221^	201^183^				330^186^	288^204^	127^ 42^			95^ LT	LT LT	
							B	3.8	18	310	1178	521 217	609 281	398 305	258 155				472 241	355 261	174 94			87 42	LT LT	
2 WED. 12.00M 68																										
		12.00 - 12.30					A	4.7	17	383	1005	423^ 53^	423^ 52^	182^253^	311^170^				504^238^	366^230^	206^138^			78^ LT	LT LT	
		12.30 - 1.00					A	3.4	17	277	755	297^112^	383^148^	202^145^	130^181^				252^148^	252^206^	104^ LT			120^ LT	LT LT	
		1.00 - 1.30					A	2.6	16	212	807^	500^406^	628^246^	293^454^	278^174^				118^118^	118^118^	LT LT			61^ 42^	LT LT	
NBA PLAYOFF GAME-FRI(S)																										
1	FRI.	11.30P	142	CBS SE	172	93	A	4.6	17	375	1256	430^299^	438^210^	365^259^	185^ 73^				722 390^	597^480^	298^101^			66^ LT	30^ LT	
		11.30 - 12.00					A	5.1	14	416	1370	473^281^	492^216^	346^252^	178^146^				740 365^	569 490^	286^134^			56^ LT	82^ 30^	
		12.00 - 12.30					A	5.0	16	408	1221	441^297^	453^206^	388^270^	208^ 65^				684 365^	535^416^	255^135^			42^ LT	42^ LT	
		12.30 - 1.00					A	4.5	18	367	1125	387^278^	398^202^	357^251^	179^ 41^				697 420^	610^472^	277^ 87^			30^ LT	LT LT	
		1.00 - 1.30					A	4.2	20	342	1325	505^400^	505^301^	456^269^	175^ 49^				779 414^	676^529^	365^ 76^			41^ LT	LT LT	
		1.30 - 2.00					A	4.0	22	326	1261	320^228^	320^108^	273^273^	193^ 47^				718^402^	626^503^	316^ 49^			223^ LT	LT LT	
NBA PLAYOFF GAME-FRI(S)																										
2	FRI.	11.45P	146	CBS SE	177	94	A	5.4	22	440	1150	338^193^	447^220^	323^221^	180^120^				543 366^	430^358^	160^113^			71^ 32^	89^ 73^	
		12.00 - 12.30					A	5.8	18	473	1336	556 262^	657 273^	466^277^	308^191^				402^184^	242^242^	181^160^			137^ 45^	140^ 121^	
		12.30 - 1.00					A	5.1	21	416	1099	346^142^	394^139^	286^238^	224^108^				483^269^	339^315^	214^144^			63^ 24^	159^ 120^	
		1.00 - 1.30					A	5.1	25	416	909	125^104^	214^166^	166^123^	38^ 48^				570 428^	505^411^	142^ 65^			48^ 48^	77^ 58^	
		1.30 - 2.00					A	5.2	30	424	1026	170^170^	328^271^	271^183^	42^ 57^				698 599	625 476^	99^ 73^			LT LT	LT LT	
NBC LATE NIGHT MOVIE																										
1	SUN.	11.31P	70	NBC FF	31	57 55	A	1.7	7	139	705^	346^122^	374^136^	201^237^	194^ 80^				316^230^	230^224^	86^ LT			LT LT	LT LT	
2	SUN.	11.30P	98				B	1.8	7	147	699	292 129	335 147	218 176	140 107				342 181	256 218	131 53			LT LT	LT LT	
		11.30 - 12.00					A	1.7	5	139	1101	496^295^	576^223^	367^324^	288^144^				460^216^	359^266^	208^ 65^			LT LT	36^ LT	
		12.00 - 12.30					A	1.7	7	139	612^	303^145^	339^137^	188^223^	173^ 51^				266^180^	180^187^	86^ LT			LT LT	LT LT	
		12.30 - 1.00					A	1.9	10	155	1013^	529^104^	529^103^	246^380^	342^149^				484^361^	361^445^	123^ 39^			LT LT	LT LT	
SATURDAY NIGHT																										
1	SAT.	11.30P	80	NBC GV	27	209 207	A	7.1	22	579	1541	523 223	570 344	430 203^	149^128^				731 319	590 511	371 94^			204^110^	36^ 27^	
2	SAT.	11.30P	77				B	8.0	24	652	1539	524 253	586 297	438 314	231 120				671 374	547 434	256 84			222 110	60 52	
CONT'D																										



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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																												
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
LATE FRINGE CONT'D																		A	7.8	22	636	1637	606	261	663	368	497	265	206	146	702	293	519	451	352	135	205	86	67	50	
SATURDAY NIGHT-CONT'D																		A	6.9	23	562	1523	488	177	527	317	368	151	116	152	759	344	626	542	373	84	212	131	25	16	
																		A	6.0	23	489	1301	422	70	422	366	366	134	LT	56	780	377	745	653	403	LT	99	55	LT	LT	
SCTV NETWORK																		A	3.8	18	310	997	369	207	372	162	233	168	138	132	504	293	387	300	178	72	83	38	38	LT	
FRI. 12.30A 90 NBC GV 28 187 187																		B	3.4	16	277	1115	432	169	461	223	294	213	158	142	520	308	424	297	177	75	100	35	34	28	
12.30 - 1.00																		A	4.6	18	375	1328	552	320	557	207	355	283	235	186	556	257	442	352	262	90	161	96	54	25	
1.00 - 1.30																		A	3.6	17	293	863	314	167	314	140	177	115	95	137	464	283	348	263	147	61	27	LT	58	LT	
1.30 - 2.00																		A	3.1	18	253	696	174	95	174	119	126	66	55	48	490	367	367	281	103	51	32	LT	LT	LT	
TONIGHT SHOW																		A	6.8	23	554	1307	644	271	700	232	421	358	355	228	547	217	353	316	251	146	47	17	13	9	
1 MTUWF 11.30P 60 NBC GV 99 99																		B	7.1	23	579	1346	661	219	708	226	391	343	324	266	559	214	358	314	250	159	61	19	18	14	
1 THU. 12.00M 60																		A	7.6	22	619	1330	654	267	710	237	413	359	349	245	560	215	347	307	262	165	50	18	10	9	
2 M-F 11.30P 60																		A	6.3	23	513	1226	612	247	657	209	400	341	350	208	515	216	337	305	218	131	45	15	9	LT	
																		A	5.3	24	432	1345	649	470	778	357	631	386	309	147	567	145	446	465	381	60	LT	LT	LT	LT	
VEGA\$-12.00																		A	3.0	14	245	910	427	256	432	101	240	245	282	143	457	85	208	265	261	192	21	21	LT	LT	
1 THU. 12.13A 68 ABC PD 30 152 152																		B	3.0	14	245	1078	436	183	493	184	324	276	238	127	529	213	382	312	242	116	45	LT	LT	LT	LT
2 THU. 12.00M 69																		A	3.5	13	285	1144	579	267	579	98	264	333	393	246	565	60	281	281	346	284	LT	LT	LT	LT	
12.00 - 12.30																		A	3.1	15	253	960	435	281	435	112	297	256	280	138	494	75	186	265	297	229	31	31	LT	LT	
12.30 - 1.00																																									
1.00 - 1.30																		A	1.9	11	155	652	452	439	452	161	161	278	278	LT	148	83	148	148	65	LT	52	52	LT	LT	
WEEKDAY DAYTIME																		A	7.5	29	611	1282	818	253	908	432	658	491	349	209	220	73	154	125	127	55	81	66	73	8	
ABC DAYTIME NEWSBRIEF-M-F 159 176 176																		B	8.7	30	709	1290	817	231	902	451	656	485	323	208	229	108	162	125	94	50	91	69	68	24	
M-F 1.57P 2 ABC N 93 93																		A	4.2	24	342	1216	558	140	676	258	389	348	325	210	237	135	156	68	73	81	89	49	214	79	
ALICE-M-F																		B	5.3	25	432	1407	625	166	706	319	453	377	283	198	307	127	177	119	121	115	109	54	285	121	
M-F 10.30A 30 CBS CS 156 156 158																		A	8.4	33	685	1277	839	251	919	401	628	481	380	240	216	66	131	109	123	73	72	53	70	14	
ALL MY CHILDREN																		B	9.3	32	758	1291	815	232	895	435	640	472	333	218	233	100	155	122	99	62	94	72	69	27	
M-F 1.00P 60 ABC DD 98 98																		A	7.9	31	644	1270	847	253	922	391	621	478	387	251	218	66	127	104	119	81	63	39	67	11	
1.00 - 1.30																		A	8.9	35	725	1263	825	247	906	405	631	480	370	227	209	61	132	110	126	68	78	64	70	12	
1.30 - 2.00																																									
ANOTHER WORLD																		A	4.2	18	342	1152	813	184	901	321	477	375	365	378	196	41	68	44	73	122	43	41	LT	LT	
M-F 2.00P 60 NBC DD 99 99																		B	4.6	16	375	1278	869	176	949	347	494	420	364	407	229	55	85	64	90	137	43	32	57	26	
2.00 - 2.30																		A	4.3	18	350	1149	803	175	898	329	477	375	357	377	195	35	66	49	77	123	42	37	14	LT	
2.30 - 3.00																		A	4.1	18	334	1135	819	192	894	312	468	371	368	375	191	42	62	39	68	123	41	41	LT	LT	
AS THE WORLD TURNS																		A	5.7	23	465	1254	882	147	970	153	352	364	463	549	217	43	60	48	99	148	15	11	52	LT	
M-F 1.30P 60 CBS DD 99 99																		B	7.2	25	587	1308	825	136	939	179	358	337	416	522	274	59	83	65	108	174	35	24	60	22	
1.30 - 2.00																		A	5.6	22	456	1292	906	157	987	163	353	367	456	566	229	50	63	57	103	151	14	11	62	11	
2.00 - 2.30																		A	5.8	24	473	1207	849	137	942	140	343	352	462	531	206	37	61	41	95	145	16	10	43	LT	
CAPITOL																		A	4.3	18	350	1146	797	152	923	134	343	369	457	497	161	35	63	34	88	98	34	20	28	LT	
M-F 2.30P 30 CBS DD 97 97																		B	5.1	20	416	1208	794	143	909	184	389	373	434	456	205	52	77	52	86	117	41	28	53	18	
CAPTAIN KANGAROO																		A	.6	6	49	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT
M-F 6.30A 30 CBS C 85 93 94																		B	.5	5	41	216	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		K E Y		AUDIENCE COMPOSITION																						
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
										TOTAL		LADY WORK-ING		WOMEN		MEN		TEENS (12-17)		CHILDREN (2-11)												
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 3	WK 4	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	12-17 FEM.	12-17 M.	TOTAL 6-11		
WEEKDAY DAYTIME CONT'D																																
NEWSBREAK-3.57																																
1	M-F	3.57P	2	CBS	N	157	180	180	95	95	95	95	A 5.5 20 448	1232	788	120A	895	143	320	362	466	471	176	38A	67A	46A	91A	103A	78A	69A	83A	54A
2	M-TH	3.57P	2										B 6.5 20 530	1290	770	132	899	204	404	397	445	409	210	61	92	71	80	110	94	69	87	54
2	FRI.	3.56P	3																													
ONE DAY AT A TIME-M-F																																
M-F	10.00A	30	CBS	CS		153	140	140	82	82			A 3.1 18 253	1146	622	139A	701	222A	352	352	304	250	253	150A	178A	63A	84A	75A	81A	23V	111A	36V
													B 3.9 19 318	1370	609	174	683	278	420	349	276	217	300	117	163	108	125	126	113	55	274	120
ONE LIFE TO LIVE																																
M-F	2.00P	60	ABC	DD		159	202	202	99	99			A 7.5 32 611	1236	764	258	873	391	576	442	327	255	182	70A	121	86A	77A	52A	93A	62A	88A	22V
	2.00 - 2.30												B 9.1 32 742	1263	810	232	893	451	627	460	313	224	205	91	132	88	76	65	95	74	70	32
	2.30 - 3.00												A 7.4 31 603	1207	764	251	864	386	573	443	329	248	174	65A	120	87A	85A	46A	79A	60A	90A	16V
													A 7.7 33 628	1225	752	254	857	387	564	434	313	253	181	73A	117	77A	65A	58A	101	62A	86A	24V
PRICE IS RIGHT 1																																
M-F	11.00A	30	CBS	AP		156	193	192	97	95			A 5.9 34 481	1216	692	138	792	197	316	333	339	394	299	105A	134	89A	111A	155	39A	10V	86A	34A
													B 6.4 29 522	1355	694	139	794	232	362	307	296	384	369	98	159	119	139	194	49	19	143	54
PRICE IS RIGHT 2																																
M-F	11.30A	30	CBS	AP		155	193	193	97	96			A 6.8 36 554	1199	659	123	786	177	281	311	345	420	307	87A	127	89A	120	175	30A	11V	76A	23V
													B 7.7 33 628	1332	712	136	807	216	351	305	313	409	362	89	142	111	138	201	45	18	118	46
RYAN'S HOPE																																
M-F	12.30P	30	ABC	DD		158	186	186	97	97			A 5.7 26 465	1277	848	234	906	374	583	431	371	299	242	68A	136	116A	143	86A	52A	36A	77A	15V
													B 6.8 26 554	1234	736	212	813	373	542	412	315	239	257	95	151	116	117	93	82	57	82	30
SEARCH FOR TOMORROW																																
M-F	12.30P	30	NBC	DD		35	186	186	93	93			A 2.8 13 228	1285	745	224A	869	264	444	376	381	391	320	96A	113A	65V	106A	202A	26V	LT	70A	44V
													B 3.1 13 253	1277	805	168	916	241	415	378	380	449	292	89	115	72	101	165	26	LT	43	21
TATTLETALES																																
						85	106	107					A 2.9 11 236	1233	838	126A	889	220A	415	445	412	363	208A	81A	93A	55V	38V	115A	81A	21V	55V	43V
M-F 4.00P 30 CBS QG 63 63																																
													B 2.8 9 228	1316	793	151	849	217	392	454	406	325	258	65	87	64	77	152	100	53	109	64
TEXAS																																
M-F	11.00A	60	NBC	DD		20	181	181	91	91			A 2.4 13 196	1224	810	244A	908	306	499	363	398	357	177A	40V	50V	36V	45V	127A	72V	41V	67V	LT
	11.00 - 11.30												B 2.2 12 179	1210	820	221	925	276	445	364	389	428	181	35	50	38	52	129	42	LT	62	LT
	11.30 - 12.00												A 2.4 14 196	1209	795	240A	908	331	500	342	372	357	169A	41V	52V	37V	46V	117A	66V	36V	66V	LT
													A 2.4 13 196	1184	807	234A	884	276A	480	356	404	358	174A	41V	46V	31V	41V	128A	65V	45V	61V	LT
TODAY SHOW-FRI SPECIAL(S)																																
2 FRI.	9.00A	60	NBC	N		52							A .8 5 65	1492A	955A	200V	955A	217V	463V	463V	276V	492V	415V	LT	LT	122V	200V	293V	LT	LT	77V	LT
	9.00 - 9.30												A .8 5 65	1492A	1000A	153V	1000A	277V	538V	538V	307V	462V	492V	LT	LT	137V	216V	355V	LT	LT	LT	LT
	9.30 - 10.00												A .9 5 73	1260A	780V	192V	780V	124V	329V	329V	205V	451V	275V	LT	LT	83V	152V	192V	82V	82V	123V	LT
TODAY SHOW-7.30AM																																
M-F	7.30A	30	NBC	N		157	211	211	99	99			A 4.6 25 375	1363	685	208	730	153A	276	320	328	393	440	67A	120A	168	215	258	54A	LT	139A	49A
													B 4.7 25 383	1306	712	203	738	165	290	285	335	394	448	83	161	175	209	256	43	16	77	40
TODAY SHOW-8.30AM																																
M-F	8.30A	30	NBC	N		158	210	211	99	99			A 3.8 22 310	1216	719	135A	770	167A	280	309	339	416	377	68A	103A	103A	154A	245	LT	LT	55A	17V
													B 5.1 25 416	1264	760	150	794	160	277	268	330	468	404	67								



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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. %	AVG. SHARE %	AVG. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
WEEKEND DAYTIME CONT'D																																
ABC WIDE WORLD-SPORTS SAT 22 204 203										A	6.5	19	530	1538	506	233																
1 SAT. 4.00P 60 ABC SA 99 99										B	9.8	22	799	1627	528	202	537	171	351	308	271	161	714	283	509	466	355	165	114	34	173	124
& 6.06P 54																	594	180	332	291	292	222	747	283	477	436	353	218	114	43	172	115
2 SAT. 5.09P 81																																
4.00 - 4.30										A	5.0	18	408	1397	480	133	529	149	406	325	319	123	721	380	535	405	269	186	113	37	34	34
4.30 - 5.00										A	5.4	18	440	1793	691	173	723	154	495	416	461	228	778	342	539	405	323	239	151	29	141	107
5.00 - 5.30										A	5.3	15	432	1472	569	278	569	212	363	322	238	181	505	231	333	377	234	123	176	42	222	176
5.30 - 6.00										A	7.5	19	611	1458	531	239	555	232	357	298	214	149	563	258	357	400	270	147	122	11	218	151
6.00 - 6.30										A	7.9	21	644	1573	470	258	495	156	311	287	245	155	762	246	564	513	429	156	106	43	210	147
6.30 - 7.00										A	6.7	19	546	1405	379	260	417	141	249	242	189	147	805	277	594	569	438	139	46	27	137	88
ABC WIDE WORLD-SPORTS SUN 15 194 196										A	5.4	15	440	1527	476	165	494	94	317	292	359	135	838	310	573	519	449	217	70	39	125	67
1 SUN. 4.30P 90 ABC SA 97 99										B	8.5	21	693	1582	503	193	540	171	337	304	286	163	761	286	500	467	385	201	125	40	156	118
2 SUN. 4.30P 89																																
4.30 - 5.00										A	4.6	13	375	1696	601	204	612	178	405	339	376	161	912	361	590	585	466	234	96	67	86	59
5.00 - 5.30										A	5.3	15	432	1546	459	160	473	91	310	275	355	121	875	334	608	497	456	229	70	41	128	64
5.30 - 6.00										A	6.2	16	505	1434	409	154	437	43	265	271	351	134	769	259	541	499	437	198	65	22	163	81
AMERICAN BANDSTAND '82 24 175 175										A	3.6	15	293	1369	463	109	467	140	300	270	208	167	301	151	229	141	112	68	304	133	297	225
SAT. 12.30P 60 ABC PC 84 84										B	4.6	15	375	1569	485	218	595	300	411	267	174	173	354	190	263	194	128	72	253	137	367	251
12.30 - 1.00										A	3.5	15	285	1239	407	116	407	129	284	260	205	123	169	39	109	115	109	54	281	144	382	271
1.00 - 1.30										A	3.7	16	302	1460	516	106	520	152	315	279	208	205	413	248	335	160	113	78	311	119	216	179
AMERICAN SPORTSMAN 7 172 172										A	4.1	12	334	2063	748	203	760	335	458	330	284	248	1048	499	739	704	438	243	78	27	177	142
SUN. 3.30P 60 ABC SA 91 91										B	3.9	12	318	1621	525	162	554	201	345	283	269	164	785	285	481	473	422	229	150	38	132	102
3.30 - 4.00										A	3.6	11	293	2068	761	137	761	335	430	326	248	288	1007	472	691	635	387	258	87	LT	213	171
4.00 - 4.30										A	4.7	14	383	1990	721	243	739	325	462	325	304	213	1039	502	751	732	460	221	67	36	145	115
BETCHA DON'T KNOW-8:28AM 19 178 177										A	4.0	30	326	1650	178	113	214	119	140	115	53	74	135	74	104	30	61	31	120	55	1181	660
SAT. 8.28A 2 NBC CN 94 94										B	4.5	30	367	1650	178	103	208	117	152	102	68	55	155	83	119	82	52	33	124	55	1163	630
BETCHA DON'T KNOW-9:28AM 19 208 208										A	7.9	40	644	1868	239	116	248	136	170	120	84	72	196	76	129	108	103	58	145	36	1279	715
SAT. 9.28A 2 NBC CN 99 99										B	9.1	41	742	1705	203	94	217	132	172	106	66	39	162	73	119	99	60	37	138	77	1188	670
BETCHA DON'T KNOW-10:28AM 19 199 199										A	4.7	21	383	1441	196	60	201	112	125	80	68	67	73	48	48	47	25	13	167	60	1000	580
SAT. 10.28A 2 NBC CN 97 97										B	5.6	22	456	1647	244	100	285	169	217	133	76	60	159	87	113	87	43	36	144	60	1059	576
BETCHA DON'T KNOW-11:58AM 18 181 183										A	3.9	18	318	1679	231	122	231	141	141	73	65	90	414	236	295	191	151	94	319	16	715	374
SAT. 11.58A 2 NBC CN 91 91										B	4.5	17	367	1649	268	82	301	159	198	119	79	94	325	177	240	173	94	77	202	71	821	410
BETCHA DON'T KNOW-12:28PM 19 155 154										A	3.4	15	277	1386	221	102	253	185	185	99	68	68	315	144	195	166	112	102	277	61	541	260
SAT. 12.28P 2 NBC CN 75 75										B	4.8	17	391	1580	277	113	318	155	220	141	115	95	340	183	243	158	97	86	215	89	707	379
BLACKSTAR 21 170 184										A	4.3	20	350	1643	257	112	328	213	256	188	94	52	337	289	317	197	40	20	134	32	844	478
SAT. 11.30A 30 CBS CA 81 95										B	6.3	23	513	1692	324	131	379	206	284	169	124	83	342	210	263	188	93	64	198	92	773	417
BUGS BUNNY/ROAD RUNNER 1 22 196 196										A	5.7	27	465	1497	217	105	271	118	215	169	118	44	229	160	184	84	69	35	206	86	791	390
SAT. 9.30A 30 CBS CA 99 99										B	6.1	25	497	1601	303	127	348	178	242	159	130	80	300	177	223	165	102	53	198	77	755	390
BUGS BUNNY/ROAD RUNNER 2 23 195 196										A	6.6	29	538	1457	283	95	318	175	244	182	92	67	203	146	172	80	48	31	246	105	690	332
SAT. 10.00A 30 CBS CA 99 99										B	7.4	29	603	1601	312	130	356	181	247	163	133	90	322	179	240	187	123	53	229	98	694	361
BUGS BUNNY/ROAD RUNNER 3 23 195 196										A	6.5	28	530	1391	271	76	299	182	215	165	61	72	281	199	251	184	74	30	135	73	676	347
1 SAT. 10.30A 30 CBS CA 99 99										B	7.7	29	628	1582	307	132	362	193	261	157	128	90	348	210	269	211	113	52	216	102	656	338
2 SAT. 10.30A 18																																
& 10.56A 4																																



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #		DAY		START TIME		DUR		NET		PROG. TYPE		WK 1		WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.







## PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1982 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2			AVG. AUD. %	AVG. SHARE %	AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11				
WEEKEND DAYTIME CONT'D																																
TARZAN/L.RANGER/ZORRO HR2					23	192	193	A	3.4	17	277	1173	187^	97^	267^	105^	199^	156^	108^	61^	195^	134^	181^	131^	61^	LT	177^	83^	534	310^		
SAT. 9.00A 30 CBS CA					99	99	B	4.3	19	350	1551	291	97	335	154	214	140	138	100	284	146	199	158	118	64	199	59	733	386			
THIS WEEK-DAVID BRINKLEY					25	179	180	A	3.3	14	269	1413	525	89^	536	122^	137^	121^	171^	385^	647	159^	301^	320^	324^	283^	78^	30^	152^	127^		
SUN. 11.30A 60 ABC N					92	92	B	3.6	13	293	1415	559	162	592	133	218	205	229	336	659	182	297	285	293	312	51	23	113	82			
11.30 - 12.00							A	3.0	13	245	1384	539	102^	547	119^	139^	121^	175^	392^	571	163^	272^	273^	289^	238^	103^	32^	163^	143^			
12.00 - 12.30							A	3.7	15	302	1368	490	73^	500	122^	133^	117^	156^	357^	676	152^	308^	342^	328^	308^	53^	26^	139^	109^			
30 MINUTES					25	137	165	A	2.8	11	228	1351	513^	167^	553	286^	342^	281^	187^	193^	158^	57^	106^	75^	101^	52^	170^	LT	470^	364^		
SAT. 1.30P 30 CBS DN					76	90	B	3.7	12	302	1463	479	185	537	215	329	237	216	176	310	123	203	166	156	88	154	71	462	301			
THUNDARR THE BARBARIAN					15	194	194	A	3.2	18	261	1387	189^	70^	204^	74^	154^	127^	92^	38^	76^	35^	65^	39^	41^	LT	271^	129^	836	495		
SAT. 8.30A 30 ABC CA					98	98	B	3.9	20	318	1510	222	78	238	95	152	115	92	72	182	120	159	127	51	20	197	43	893	505			
TOM AND JERRY COMEDY SHOW					30	147	167	A	4.5	19	367	1790	311^	104^	417	331	341	176^	16^	70^	409	253^	314^	156^	77^	95^	95^	17^	869	540		
SAT. 12.30P 30 CBS CA					72	89	B	5.5	19	448	1659	319	144	378	198	266	166	127	102	312	176	231	151	108	65	178	80	791	437			
TROLLKINS					21	155	170	A	3.3	14	269	1955	517	253^	561	413^	454	293^	90^	107^	336^	295^	324^	164^	29^	LT	118^	92^	940	617		
SAT. 12.00N 30 CBS CA					78	89	B	4.5	16	367	1583	314	162	380	231	301	166	120	72	321	179	237	169	115	71	170	91	712	373			

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,440 21.4				23,800 29.2							
	ABC TV					THAT'S INCREDIBLE (R)(OP)					INSIDE-THIRD REICH PT 2						
	AVERAGE AUDIENCE (Households (000) & %)					11,410 14.0	12.3*		15.7*	16,710 20.5	19.9*		21.4*		20.5*		20.3*
	SHARE OF AUDIENCE %					24	23 *		26 *	33	31 *		33 *		33 *		35 *
W E E K 2	AVG. AUD. BY ¼ HR.					12.1	12.5	14.5	16.8	19.0	20.7	21.7	21.1	20.5	20.4	20.8	19.8
	TOTAL AUDIENCE (Households (000) & %)					15,320 18.8		13,040 16.0		19,720 24.2							
	CBS TV					M*A*S*H (R)		MAKING THE GRADE (OP)			RULES OF MARRIAGE-PT 1						
	AVERAGE AUDIENCE (Households (000) & %)					12,230 15.0		11,330 13.9		11,570 14.2	13.8*		14.7*		14.3*		13.7*
W E E K 1	SHARE OF AUDIENCE %					28		23		23	22 *		23 *		23 *		24 *
	AVG. AUD. BY ¼ HR.					14.2	15.7	13.7	14.1	13.8	13.9	14.8	14.7	14.5	14.2	13.9	13.5
	TOTAL AUDIENCE (Households (000) & %)					16,460 20.2				18,990 23.3							
	NBC TV					LITTLE HOUSE-PRAIRIE (OP)					NBC MONDAY NIGHT MOVIES HOW TO BEAT THE HIGH COST OF LIVING (OP)						
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)					12,230 15.0	13.8*		16.2*	11,900 14.6	14.7*		14.8*		14.8*		14.1*
	SHARE OF AUDIENCE %					26	25 *		27 *	23	23 *		23 *		24 *		24 *
	AVG. AUD. BY ¼ HR.					13.3	14.3	16.0	16.3	14.7	14.7	14.6	15.0	15.2	14.5	14.4	13.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					27,710 34.0											
	ABC TV					ABC MONDAY NIGHT MOVIE THE CONCORDE-AIRPORT '79 (OP)											
	AVERAGE AUDIENCE (Households (000) & %)					14,910 18.3	14.7*		17.5*		19.0*		19.3*		20.0*		19.3*
	SHARE OF AUDIENCE %					31	28 *		30 *		31 *		31 *		34 *		35 *
W E E K 2	AVG. AUD. BY ¼ HR.					13.7	15.7	16.9	18.0	18.9	19.1	19.5	19.0	19.9	20.0	20.5	18.0
	TOTAL AUDIENCE (Households (000) & %)					9,210 11.3		8,720 10.7		15,490 19.0				13,610 16.7			
	CBS TV					PUFF-INCREDIBLE MR NOBODY (OP)		REPORT TO MURPHY			M*A*S*H (R)		LOU GRANT				
	AVERAGE AUDIENCE (Households (000) & %)					7,740 9.5		7,010 8.6		11,490 14.1	13.7*		14.5*		12.9*		12.9*
W E E K 2	SHARE OF AUDIENCE %					18		15		23	22 *		23 *		23		24 *
	AVG. AUD. BY ¼ HR.					9.7	9.4	8.3	8.9	13.1	14.2	14.2	14.9	12.9	12.8	12.7	13.0
	TOTAL AUDIENCE (Households (000) & %)					25,020 30.7								14,670 18.0			
	NBC TV					MARCO POLO, PART II (SUS-OP)(OP)							QUINCY, M.E.-MON (R)				
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)					16,540 20.3	19.1*		21.2*		20.5*		20.5*		11,330 13.9	14.2*	13.5*
	SHARE OF AUDIENCE %					35	36 *		37 *		33 *		33 *		25	24 *	25 *
	AVG. AUD. BY ¼ HR.					18.5	19.6	21.0	21.5	20.6	20.4	20.6	20.3	14.4	14.0	13.5	13.5
TV HOUSEHOLDS USING TV		WK. 1	48.7	49.7	50.8	52.0	53.2	55.8	58.8	61.6	63.2	64.3	64.5	64.6	63.6	61.9	59.5
(See Def. 1)		WK. 2	47.0	48.2	48.2	49.6	52.2	54.4	56.6	58.9	61.1	62.4	62.3	62.4	59.7	57.8	56.5
U.S. TV Households: 81,500,000																	

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAY 11, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,910 18.3		14,100 17.3		18,910 23.2		20,130 24.7		19,070 23.4			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					12,310 15.1		12,230 15.0		16,790 20.6		18,260 22.4		15,160 18.6		19.1*	18.1*
	SHARE OF AUDIENCE %					30		27		34		36		32		32 *	32 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,140 19.8				18,660 22.9							
	CBS TV					BOOK OF LISTS (OP)					RULES OF MARRIAGE-PT 2						
	AVERAGE AUDIENCE (Households (000) & %)					10,600 13.0	11.9*		14.2*	12,550 15.4	14.4*		14.8*		16.1*		16.2*
	SHARE OF AUDIENCE %					25	23 *		26 *	26	24 *		24 *		27 *		29 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,180 17.4								15,000 18.4			
	NBC TV					BRET MAVERICK (R)(SUS-OP)(OP)								RICHARD PRYOR SPECIAL (R)			
	AVERAGE AUDIENCE (Households (000) & %)					7,820 9.6	8.3*		9.4*		10.1*		10.7*	10,680 13.1	13.4*		12.8*
	SHARE OF AUDIENCE %					17	16 *		17 *		17 *		17 *	22	22 *		23 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					13,040 16.0		13,610 16.7		20,620 25.3				19,970 24.5			
	ABC TV					HAPPY DAYS (R)		LAVERNE & SHIRLEY (R)		THREE'S COMPANY (OP)			HART TO HART				
	AVERAGE AUDIENCE (Households (000) & %)					10,920 13.4		11,650 14.3		16,540 20.3			15,730 19.3	19.5*		19.0*	
	SHARE OF AUDIENCE %					24		24	15.2	31	30 *		33 *	34	33 *	34 *	34 *
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,040 16.0				17,850 21.9							
	CBS TV					BOOK OF LISTS (OP)					CBS TUESDAY NIGHT MOVIES						
	AVERAGE AUDIENCE (Households (000) & %)					9,130 11.2	10.5*		11.9*	10,680 13.1	11.5*		11.8*		14.5*		14.6*
	SHARE OF AUDIENCE %					20	19 *		20 *	22	18 *		18 *		25 *		26 *
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					25,020 30.7								14,830 18.2			
	NBC TV					MARCO POLO, PART III (OP)								QUINCY, M.E.-TUE (R)			
	AVERAGE AUDIENCE (Households (000) & %)					17,930 22.0	20.4*		22.3*		22.6*		22.5*	10,920 13.4	13.9*		13.0*
	SHARE OF AUDIENCE %					36	37 *		38 *		35 *		35 *	23	24 *		23 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	46.3	47.4	47.4	49.6	49.9	51.7	53.7	56.9	59.5	62.2	62.9	63.0	61.2	60.0	57.3
		WK. 2	50.2	51.9	51.0	53.1	54.1	56.2	57.4	61.2	63.0	64.8	65.4	64.9	59.7	57.5	56.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.TUE. MAY 18, 1982



## Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAY 12, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,510 17.8				17,360 21.3				18,830 23.1				
	ABC TV						GREATEST AMERICAN HERO (R)			FALL GUY (R)(OP)			RODNEY DANGERFIELD SHOW						
	AVERAGE AUDIENCE (Households (000) & %)						10,110 12.4	11.9*		13.0*	12,710 15.6	14.6*		16.6*	13,530 16.6	17.5*		15.7*	
	SHARE OF AUDIENCE %						23	23 *		23 *	25	24 *		27 *	28	29 *		28 *	
E E K 2	AVG. AUD. BY ¼ HR.						11.9	11.9	12.6	13.3	14.1	15.0	15.8	17.3	17.8	17.2	16.3	15.0	
	TOTAL AUDIENCE (Households (000) & %)						13,860 17.0				20,700 25.4			ELEANOR, FIRST LADY					
	CBS TV						INCREDIBLE HULK (OP)												
	AVERAGE AUDIENCE (Households (000) & %)						9,620 11.8	10.4*		13.2*	13,040 16.0	15.3*		16.6*			16.5*	15.4*	
1	SHARE OF AUDIENCE %						22	20 *		23 *	27	25 *		27 *			27 *	27 *	
	AVG. AUD. BY ¼ HR.						9.6	11.2	12.6	13.8	14.8	15.9	16.7	16.5	16.6	16.3	15.9	15.0	
	TOTAL AUDIENCE (Households (000) & %)						17,030 20.9				15,080 18.5		13,940 17.1		16,630 20.4				
	NBC TV						REAL PEOPLE (R)(OP)			FACTS OF LIFE (R)		TEACHERS ONLY (OP)		QUINCY, M.E.					
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)						12,800 15.7	14.7*		16.7*	12,960 15.9		11,980 14.7		13,370 16.4	16.0*		16.7*	
	SHARE OF AUDIENCE %						29	28 *		29 *	26		24		28	26 *		29 *	
	AVG. AUD. BY ¼ HR.						14.2	15.2	16.8	16.6	15.9	16.0	14.7	14.8	15.5	16.6	16.6	16.8	
	TOTAL AUDIENCE (Households (000) & %)						13,530 16.6				16,950 20.8				16,460 20.2				
W E E K 2	ABC TV						GREATEST AMERICAN HERO (R)			FALL GUY (R)(OP)			WAYNE NEWTON SPECIAL						
	AVERAGE AUDIENCE (Households (000) & %)						9,860 12.1	11.2*		13.0*	13,200 16.2	15.7*		16.8*	11,170 13.7	14.5*		12.9*	
	SHARE OF AUDIENCE %						22	21 *		23 *	27	26 *		28 *	24	25 *		23 *	
	AVG. AUD. BY ¼ HR.						10.8	11.5	12.9	13.1	14.7	16.7	16.5	17.1	14.9	14.2	13.3	12.6	
E E K 2	TOTAL AUDIENCE (Households (000) & %)						11,490 14.1				18,010 22.1			CBS WEDNESDAY NIGHT MOVIE WHO'LL STOP THE RAIN					
	CBS TV						INCREDIBLE HULK (R)(OP)												
	AVERAGE AUDIENCE (Households (000) & %)						8,070 9.9	9.8*		10.0*	8,640 10.6	9.6*		9.8*		11.1*		12.0*	
	SHARE OF AUDIENCE %						18	18 *		17 *	18	16 *		16 *		19 *		21 *	
2	AVG. AUD. BY ¼ HR.						9.9	9.7	9.6	10.3	9.9	9.3	9.8	9.8	11.1	11.1	12.1	12.0	
	TOTAL AUDIENCE (Households (000) & %)						27,870 34.2							MARCO POLO, PART IV (SUS-OP)(OP)					
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)						16,950 20.8	18.0*		19.4*		20.9*		21.5*		22.6*		22.6*	
TV HOUSEHOLDS USING TV	SHARE OF AUDIENCE %						36	34 *		34 *		35 *		35 *		38 *		40 *	
	AVG. AUD. BY ¼ HR.						17.1	18.9	18.8	20.0	21.0	20.9	21.3	21.7	22.5	22.6	22.9	22.3	
	WK. 1	50.7	51.2	50.1	51.2	51.1	52.9	56.4	58.3	59.7	61.4	61.5	62.6	61.8	60.7	58.6	55.3		
	WK. 2	49.0	49.6	49.6	51.1	51.8	54.4	56.2	58.1	59.4	59.9	60.6	60.5	59.6	58.3	57.5	55.5		

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.WED. MAY 19, 1982

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)							11,650 14.3		13,530 16.6		15,490 19.0		16,540 20.3			20/20
		AVERAGE AUDIENCE (Households (000) & %)							9,210 11.3		10,920 13.4		12,710 15.6		10,840 13.3			13.6*
		SHARE OF AUDIENCE %							20		22		25		22			23 *
		AVG. AUD. BY ¼ HR.							10.2	10.9	11.4	12.7	14.6	15.5	12.7	12.9	13.6	13.5
E K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)							23,310 28.6				28,530 35.0					
		AVERAGE AUDIENCE (Households (000) & %)							16,460 20.2				18,340 22.5				21.7* 35 *	23.4*
		SHARE OF AUDIENCE %							35			36 *	38			35 *	39 *	
		AVG. AUD. BY ¼ HR.							15.9	17.4	20.2	22.1	19.2	19.0	21.4	22.1	23.3	23.4
1	NBC TV	TOTAL AUDIENCE (Households (000) & %)							13,120 16.1				13,690 16.8		14,260 17.5		16,630 20.4	
		AVERAGE AUDIENCE (Households (000) & %)							9,540 11.7				11,080 13.6		12,140 14.9		12,470 15.3	15.0*
		SHARE OF AUDIENCE %							20			20 *	22		24		26	25 *
		AVG. AUD. BY ¼ HR.							10.6	10.9	12.2	12.1	12.0	15.3	14.4	15.3	14.7	15.3
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)							10,760 13.2		10,350 12.7		13,040 16.0		11,900 14.6		18,830 23.1	
		AVERAGE AUDIENCE (Households (000) & %)							8,720 10.7		8,880 10.9		11,490 14.1		10,600 13.0		13,610 16.7	16.8*
		SHARE OF AUDIENCE %							21		20		24		22		30	31 *
		AVG. AUD. BY ¼ HR.							10.4	11.0	10.5	11.2	13.4	14.8	12.8	13.2	15.4	16.6
E K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)							21,760 26.7						16,300 20.0			
		AVERAGE AUDIENCE (Households (000) & %)							13,860 17.0						10,270 12.6			
		SHARE OF AUDIENCE %							30						23		13.8*	11.4*
		AVG. AUD. BY ¼ HR.							14.1	16.1	16.9	17.4	17.9	17.1	18.0	18.3	15.2	11.2
2	NBC TV	TOTAL AUDIENCE (Households (000) & %)							14,590 17.9				15,650 19.2		15,490 19.0		18,580 22.8	
		AVERAGE AUDIENCE (Households (000) & %)							10,190 12.5				13,450 16.5		14,020 17.2		13,370 16.4	16.5*
		SHARE OF AUDIENCE %							23			24 *	28		28		30	31 *
		AVG. AUD. BY ¼ HR.							11.6	11.7	12.8	13.9	15.4	17.7	17.2	17.2	16.2	16.4
TV HOUSEHOLDS USING TV (See Def. 1)			WK. 1	47.5	47.8	46.8	48.0	49.2	51.2	53.4	56.0	58.3	60.1	60.3	61.8	62.2	61.2	59.9
			WK. 2	49.2	51.0	50.2	50.9	50.4	53.0	54.1	56.4	58.6	60.8	60.4	60.5	57.4	55.9	54.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,000 13.5		22,410 27.5									
	ABC TV						BENSON							ABC FRIDAY NIGHT MOVIE THE MAN WITH THE GOLDEN GUN(R) (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					9,540 11.7		11,000 13.5					13.6* 25 *		15.8* 29 *		16.4* 31 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					26 11.5		26 9.4		9.4* 9.4		12.3* 12.5	13.2	14.1	15.6	16.1	15.9 16.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,950 20.8				16,950 20.8				15,570 19.1			
	CBS TV						DUKES OF HAZZARD (R)(OP)				DALLAS (R)				NURSE			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,490 14.1	12.5*		15.8*	11,820 14.5	13.8*		15.1*	14.5	14.5*		14.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					30 12.0	27 *	33 *	28	28 *		28 *	27	27 *	14.4	14.6	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					17,690 21.7											
	NBC TV													NBC FRIDAY MOVIE OF-WEEK NEW YORK, NEW YORK (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					7,910 9.7	8.7*		9.4*		10.0*		9.7*		10.3*		10.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 8.7	19 *	9.5	9.4	10.1	9.8	9.6	9.7	10.3	10.3	10.2	9.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					9,780 12.0		9,620 11.8		19,720 24.2							
	ABC TV						BENSON (R)		MAGGIE					ABC FRIDAY NIGHT MOVIE DREAMS DON'T DIE (OP)				
	AVERAGE AUDIENCE (Households (000) & %)	{					8,390 10.3		8,310 10.2		11,980 14.7	12.4*		14.1*		15.5*		16.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					21 9.8	10.9	19 9.7	10.7	28 11.9	23 *		26 *	15.2	29 *	16.7	33 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					17,690 21.7				16,540 20.3				16,220 19.9			
	CBS TV						DUKES OF HAZZARD (R)(OP)				DALLAS (R)				NURSE			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,200 16.2	14.6*		17.7*	12,310 15.1	14.5*		15.7*	12,880 15.8	15.8*		15.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					32 13.6	30 *	34 *	28	27 *		29 *	30	29 *	15.9	31 *	15.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,450 16.5								9,940 12.2			
	NBC TV														NBC FRIDAY MOVIE OF-WEEK MOVIE, MOVIE (SUS-OP)(OP)			NBC NEWS SPECIAL REPORT
	AVERAGE AUDIENCE (Households (000) & %)	{					5,950 7.3	7.1*		6.9*		7.2*		8.0*	5,950 7.3	7.5*		7.2*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					14 7.7	14 *	13 *	7.0	7.4	14 *		15 *	14	14 *		14 *
TV HOUSEHOLDS USING TV		WK. 1	41.7	42.4	42.7	44.2	45.0	46.0	47.3	49.3	49.4	50.8	52.5	54.5	53.9	53.3	52.3	53.4
(See Def. 1)		WK. 2	46.0	46.8	47.3	48.2	48.5	50.2	51.7	53.4	52.5	54.1	54.9	54.6	53.7	53.7	51.8	50.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{					14,590 17.9				19,400 23.8				16,140 19.8			
	ABC TV								LOVE BOAT SPECIAL (R)(OP)				LOVE BOAT (OP)				FANTASY ISLAND (R)	
	AVERAGE AUDIENCE (Households (000) & %)	{					10,510 12.9	11.3*		14.4*	14,830 18.2	17.4*		19.0*	12,230 15.0	15.5*		14.5*
	SHARE OF AUDIENCE %	{					29	26 *		31 *	35	35 *		36 *	30	30 *		30 *
WEEK 1	AVG. AUD. BY ¼ HR.	%					10.4	12.3	13.8	15.0	16.7	18.1	18.9	19.1	15.6	15.5	14.9	14.1
	TOTAL AUDIENCE (Households (000) & %)	{					11,000 13.5				17,520 21.5							
	CBS TV								WALT DISNEY THE \$1,000,000 DUCK, PART 2(R)(OP)				CBS SAT. NIGHT MOVIE CITY ON FIRE					
	AVERAGE AUDIENCE (Households (000) & %)	{					7,990 9.8	9.1*		10.5*	10,920 13.4	11.5*		13.1*		14.5*		14.7*
WEEK 1	SHARE OF AUDIENCE %	{					22	21 *		23 *	26	23 *		25 *		28 *		31 *
	AVG. AUD. BY ¼ HR.	%					9.0	9.2	10.4	10.7	11.0	11.9	12.9	13.4	14.6	14.4	14.9	14.4
	TOTAL AUDIENCE (Households (000) & %)	{					6,360 7.8		5,790 7.1		10,020 12.3				10,190 12.5			
	NBC TV							HARPER VALLEY (R)	ONE OF THE BOYS (R)(OP)		BARBARA MANDRELL (R)(SUS-OP)			NBC MAGAZINE				
WEEK 1	AVERAGE AUDIENCE (Households (000) & %)	{					5,460 6.7		4,970 6.1		7,250 8.9	8.4*		9.4*	6,680 8.2	8.5*		7.9*
	SHARE OF AUDIENCE %	{					16		13		17	17 *		18 *	16	16 *		17 *
	AVG. AUD. BY ¼ HR.	%					6.9	6.5	5.8	6.3	8.0	8.9	9.7	9.0	8.7	8.3	8.2	7.5
	TOTAL AUDIENCE (Households (000) & %)	{					22,660 27.8							21,680 26.6				
WEEK 2	ABC TV										LOVE BOAT (R)(OP)				FANTASY ISLAND (R)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{					14,340 17.6	14.4*		17.8*		20.7*	16,060 19.7	19.1*		20.4*		19.5*
	SHARE OF AUDIENCE %	{					35	30 *		35 *		39 *	37	35 *		38 *		39 *
	AVG. AUD. BY ¼ HR.	%					13.2	15.7	17.2	18.3	20.2	21.2	19.0	19.2	20.3	20.4	19.8	19.2
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{					11,330 13.9				16,060 19.7							
	CBS TV								WALT DISNEY SMOKE, PART 1(R) (OP)				CBS SAT. NIGHT MOVIE THE WILD AND THE FREE					
	AVERAGE AUDIENCE (Households (000) & %)	{					8,560 10.5	9.8*		11.2*	10,430 12.8	11.0*		12.7*		13.6*		13.7*
	SHARE OF AUDIENCE %	{					21	20 *		22 *	24	20 *		23 *		25 *		27 *
WEEK 2	AVG. AUD. BY ¼ HR.	%					9.5	10.1	10.8	11.6	11.0	11.1	12.4	13.1	13.6	13.7	14.1	13.3
	TOTAL AUDIENCE (Households (000) & %)	{					6,440 7.9		6,110 7.5		10,270 12.6				10,270 12.6			
	NBC TV							HARPER VALLEY (R)	ONE OF THE BOYS (R)(OP)		BARBARA MANDRELL (R)(OP)			I'VE HAD IT UP TO HERE				
	AVERAGE AUDIENCE (Households (000) & %)	{					5,460 6.7		5,300 6.5		7,090 8.7	8.0*		9.4*	6,850 8.4	8.8*		8.0*
TV HOUSEHOLDS USING TV (See Def. 1)	SHARE OF AUDIENCE %	{					14		13		16	15 *		17 *	16	16 *		16 *
	AVG. AUD. BY ¼ HR.	%					6.3	7.0	6.2	6.7	7.7	8.3	9.2	9.6	8.7	8.9	8.2	7.9
	WK. 1	39.3	40.5	41.8	42.2	42.7	43.7	45.0	46.9	49.3	51.3	53.2	53.7	52.1	51.3	49.0	46.7	
	WK. 2	44.7	45.4	45.3	45.9	46.4	49.3	50.4	52.5	53.1	54.2	54.8	55.1	54.1	53.5	51.3	49.9	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,050 6.2														
	ABC TV		ABC WEEKEND REPORT-SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,890 6.0														
	SHARE OF AUDIENCE %	%	14														
	AVG. AUD. BY ¼ HR.	%	6.0														
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	%															
	AVG. AUD. BY ¼ HR.	%															
1	TOTAL AUDIENCE (Households (000) & %)	{			10,110 12.4												
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			5,540 6.8												
	SHARE OF AUDIENCE %	%			22	7.4*			6.6*		6.0*						
	AVG. AUD. BY ¼ HR.	%			7.2	7.7	7.1		6.1	6.1	5.5						
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,600 8.1														
	ABC TV		ABC WEEKEND REPORT-SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,220 6.4														
	SHARE OF AUDIENCE %	%	15														
	AVG. AUD. BY ¼ HR.	%	6.9	6.0													
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE %	%															
	AVG. AUD. BY ¼ HR.	%															
2	TOTAL AUDIENCE (Households (000) & %)	{			10,020 12.3												
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			6,030 7.4												
	SHARE OF AUDIENCE %	%			23	8.1*			7.1*		23 *						
	AVG. AUD. BY ¼ HR.	%			8.1	8.0	7.2		6.9	6.6	6.4						
TV HOUSEHOLDS USING TV		WK. 1	42.9	40.4	37.0	34.7	31.6	29.0	26.6	24.5	21.5	19.5	17.8	16.5	15.5	14.4	13.0
(See Def. 1)		WK. 2	45.3	40.5	36.5	34.2	31.8	30.0	27.8	25.8	23.0	21.6	20.0	18.0	15.4	13.5	12.3
U.S. TV Households: 81,500,000																	

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	10,350 12.7				24,780 30.4											
	ABC TV		CRIME IN AMERICA (OP)				HOLLYWOOD-GIFT-LAUGHTER (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,440 7.9	7.5*		8.3*	12,880 15.8	13.5*		14.9*		16.5*		17.7*		17.4*		14.9*
	SHARE OF AUDIENCE %	{	17	17 *		17 *	26	25 *		25 *		27 *		27 *		28 *		25 *
W E E K 2	AVG. AUD. BY ¼ HR.	%	7.9	7.1	7.4	9.1	13.4	13.6	14.7	15.0	15.9	17.1	17.5	18.0	18.3	16.5	15.2	14.5
	TOTAL AUDIENCE (Households (000) & %)	{	20,050 24.6				11,980 14.7		12,880 15.8		15,160 18.6		17,200 21.1		17,360 21.3			
	CBS TV		60 MINUTES				ARCHIE BUNKER'S PLACE		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.			
	AVERAGE AUDIENCE (Households (000) & %)	{	15,240 18.7	17.7*		19.6*	9,860 12.1		11,000 13.5		13,280 16.3		15,160 18.6		14,910 18.3		17.9*	
W E E K 1	SHARE OF AUDIENCE %	{	40	39 *		40 *	22		23		26		29		30		29 *	
	AVG. AUD. BY ¼ HR.	%	16.6	18.9	19.9	19.4	11.3	12.8	13.0	14.0	15.4	17.2	17.8	19.3	17.6	18.2	18.8	18.6
	TOTAL AUDIENCE (Households (000) & %)	{	9,450 11.6				27,380 33.6											
	NBC TV		FATHER MURPHY (R)				MARCO POLO, PART I (8:00-11:01PM)(OP)											
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	6,760 8.3	7.6*		9.0*	18,010 22.1	20.8*		22.8*		22.4*		23.4*		22.3*		21.0*
	SHARE OF AUDIENCE %	{	18	17 *		19 *	37	38 *		39 *		36 *		36 *		36 *		36 *
	AVG. AUD. BY ¼ HR.	%	7.4	7.8	8.4	9.7	19.5	22.0	22.8	22.7	22.7	22.2	23.3	23.5	22.6	21.9	21.2	20.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	10,190 12.5				20,460 25.1											
	ABC TV		CRIME IN AMERICA (OP)				ABC SUNDAY NIGHT MOVIE F.I.S.T. (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{	6,930 8.5	7.8*		9.2*	9,860 12.1	11.5*		13.1*		13.1*		12.3*		11.5*		11.1*
	SHARE OF AUDIENCE %	{	16	15 *		16 *	21	20 *		22 *		21 *		20 *		20 *		21 *
W E E K 2	AVG. AUD. BY ¼ HR.	%	7.6	8.0	8.7	9.8	10.7	12.3	13.0	13.1	13.4	12.8	12.5	12.1	11.8	11.1	11.1	11.2
	TOTAL AUDIENCE (Households (000) & %)	{	22,900 28.1				28,360 34.8								20,210 24.8			
	CBS TV		60 MINUTES				COMING OUT OF-ICE (OP)				TRAPPER JOHN, M.D. (R)							
	AVERAGE AUDIENCE (Households (000) & %)	{	17,520 21.5	20.3*		22.6*	17,440 21.4	20.4*		20.1*		21.6*		23.4*	16,380 20.1	20.2*		20.0*
W E E K 2	SHARE OF AUDIENCE %	{	40	39 *		40 *	36	35 *		34 *		35 *		38 *	36	35 *		37 *
	AVG. AUD. BY ¼ HR.	%	19.6	21.1	22.5	22.8	20.9	19.8	20.1	20.1	21.3	21.9	23.3	23.5	19.9	20.5	20.3	19.7
	TOTAL AUDIENCE (Households (000) & %)	{	9,780 12.0				17,930 22.0				23,230 28.5							
	NBC TV		FATHER MURPHY (R)				CHIPS (OP)				NBC SUNDAY NIGHT MOVIE THE RETURN OF MAXWELL SMART (SUS-OP)							
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)	{	7,420 9.1	8.5*		9.7*	12,470 15.3	14.3*		16.3*	13,610 16.7	15.7*		17.2*		17.9*		16.3*
	SHARE OF AUDIENCE %	{	17	16 *		17 *	26	25 *		27 *	29	26 *		28 *		31 *		30 *
	AVG. AUD. BY ¼ HR.	%	7.9	9.1	9.2	10.1	13.0	15.6	15.6	16.9	15.2	16.1	16.7	17.6	18.2	17.6	17.4	15.1
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1 WK. 2	44.2 51.0	46.3 53.2	47.6 55.1	49.3 57.1	53.0 57.2	56.7 58.7	58.0 59.4	59.4 60.6	60.9 60.7	63.0 61.3	64.4 61.1	64.8 61.3	62.7 58.0	60.7 56.6	58.9 55.8	58.1 52.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,500 4.3															
	ABC TV		ABC WEEKEND REPORT-SAT.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,260 4.0															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	8 4.0															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,790 7.1															
	CBS TV		CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,460 6.7															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	14 6.7															
K 1	TOTAL AUDIENCE (Households (000) & %)	{	1,790 2.2															
	NBC TV		(1)															
	AVERAGE AUDIENCE (Households (000) & %)	{	1,140 1.4															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	6 17.4															
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	3,750 4.6															
	ABC TV		ABC WEEKEND REPORT-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{	3,500 4.3															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	10 4.3															
K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,620 6.9															
	CBS TV		CBS SUNDAY NEWS- OSGOOD															
	AVERAGE AUDIENCE (Households (000) & %)	{	5,300 6.5															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	15 6.5															
K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,690 3.3															
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	{	1,550 1.9															
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	% %	8 2.1															

U.S. TV Households: 81,500,000

(1) MARCO POLO, PART 1, NBC, (8:00-11:01PM)(S)

For explanation of symbols. See page A

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		5,130 6.3		4,730 5.8																			
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																			
	AVERAGE AUDIENCE (Households (000) & %)		{		3,990 4.9		3,910 4.8																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		27 5.0 4.7		28 4.9 4.8																			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		3,020 3.7		2,770 3.4				3,100 3.8		3,830 4.7													
	CBS TV		{		MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)		MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)				ONE DAY AT A TIME-M-F		ALICE-M-F													
	AVERAGE AUDIENCE (Households (000) & %)		{		2,360 2.9		2,200 2.7				2,450 3.0		3,260 4.0													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		16 2.9 3.0		16 2.7 2.6				19 2.9 3.2		24 3.8 4.2													
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		4,320 5.3		3,750 4.6				1,550 1.9		2,850 3.5													
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)				DIFF'RENT STROKES M-F		WHEEL OF FORTUNE													
	AVERAGE AUDIENCE (Households (000) & %)		{		3,340 4.1		3,100 3.8				1,220 1.5		2,360 2.9													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		23 4.2 4.0		22 3.9 3.7				9 1.4 1.6		17 2.9 2.8													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		5,380 6.6		4,970 6.1																			
	ABC TV		{		GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																			
	AVERAGE AUDIENCE (Households (000) & %)		{		4,240 5.2		4,160 5.1																			
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		28 5.2 5.3		29 5.1 5.2																			
WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{		2,610 3.2		2,450 3.0				3,020 3.7		4,080 5.0													
	CBS TV		{		MORNING-KURTIS & SAWYER 1 (CO-OP) (PARTICIPATING)		MORNING-KURTIS & SAWYER 2 (CO-OP) (PARTICIPATING)				(SUS-OP) ONE DAY AT A TIME-M-F		ALICE-M-F (SUS-OP)													
	AVERAGE AUDIENCE (Households (000) & %)		{		2,120 2.6		1,960 2.4				2,530 3.1		3,590 4.4													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		14 2.6 2.7		14 2.3 2.4				17 2.8 3.4		24 4.2 4.5													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{		5,050 6.2		3,500 4.3				2,120 2.6		3,180 3.9													
	NBC TV		{		TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)		(S)(OP)		DIFF'RENT STROKES M-F		WHEEL OF FORTUNE													
	AVERAGE AUDIENCE (Households (000) & %)		{		4,080 5.0		3,020 3.7				1,790 2.2		2,690 3.3													
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		{		27 5.2 4.8		21 3.8 3.6				12 2.0 2.3		18 3.2 3.3													
TV HOUSEHOLDS USING TV WK. 1															10.6	12.9	15.2	16.2	17.4	18.3	18.0	17.4	17.1	17.0	16.8	16.8
(See Def. 1) WK. 2															11.1	13.7	15.6	16.5	17.5	18.3	17.9	18.1	18.1	18.3	18.0	18.1
U.S. TV Households: 21,522,000															16.1	16.4	16.7	17.2	17.9	18.2	18.5	18.6	18.6	18.6	18.6	18.6

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 10-14, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	5,380 6.6				5,300 6.5		5,460 6.7		8,800 10.8			7,820 9.6				
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	3,750 4.6	4.3*		4.9*	4,480 5.5		4,400 5.4		6,680 8.2	7.7*		5,950 7.3	7.1*		7.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	26 4.2	25* 4.5		27* 5.1	27 5.1	5.8	25 5.3	5.5	33 7.3	31* 8.1	8.6	35* 8.7	32 7.1	30* 7.1	33* 7.4	7.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,790 7.1				6,440 7.9		6,600 8.1		6,030 7.4			3,990 4.9				
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)						YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL			
	AVERAGE AUDIENCE (Households (000) & %)	4,810 5.9		5,460 6.7				4,810 5.9	5.9*		6.1*	4,810 5.9	5.8*		6.0*	3,420 4.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	35 5.6		37 6.6				28 5.8	29* 5.9		27* 6.1	24 5.8	23* 5.8		26* 6.1	19 4.3	4.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,770 3.4				1,710 2.1		2,690 3.3		5,380 6.6			4,480 5.5				
	NBC TV	TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	1,960 2.4	2.3*		2.4*	1,470 1.8		2,200 2.7		4,240 5.2	4.9*		3,260 4.0	4.1*		3.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14 2.4	14* 2.3		13* 2.5	9 1.8	1.8	13 2.5	2.9	21 4.8	20* 5.1	5.4	17 5.5	17* 4.2		17* 3.9	3.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,540 6.8				5,950 7.3		5,870 7.2		9,370 11.5			8,390 10.3				
	ABC TV	LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)			ONE LIFE TO LIVE (SUS-OP)				
	AVERAGE AUDIENCE (Households (000) & %)	4,080 5.0	4.6*		5.4*	5,050 6.2		4,890 6.0		7,090 8.7	8.2*		6,360 7.8	7.6*		7.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27 4.4	25* 4.8		28* 5.6	28 5.9	6.5	26 5.9	6.1	33 7.9	31* 8.6	9.2	34* 9.1	32 7.6	31* 7.7	33* 7.8	8.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)	5,710 7.0				6,520 8.0		6,850 8.4		5,950 7.3			3,990 4.9				
	CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)						YOUNG AND THE RESTLESS			AS THE WORLD TURNS			CAPITOL (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	4,890 6.0		5,620 6.9				4,810 5.9	5.7*		6.1*	4,480 5.5	5.4*		5.6*	3,500 4.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	33 5.6		36 6.3				26 5.6	26* 5.8		26* 6.1	21 5.5	20* 5.3		23* 5.5	18 4.2	4.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	2,850 3.5				1,870 2.3		3,100 3.8		6,030 7.4			4,970 6.1				
	NBC TV	TEXAS				DOCTORS		SEARCH FOR TOMORROW		DAYS OF OUR LIVES			ANOTHER WORLD				
	AVERAGE AUDIENCE (Households (000) & %)	1,960 2.4	2.4*		2.3*	1,550 1.9		2,450 3.0		4,650 5.7	5.5*		3,590 4.4	4.6*		4.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	13 2.6	13* 2.3		12* 2.3	9 1.8	2.0	13 2.6	3.3	22 5.4	21* 5.6	5.9	23* 6.1	18 4.7	19* 4.5	18* 4.4	4.1
TV HOUSEHOLDS USING TV		WK. 1	17.0	17.5	18.1	19.1	20.9	22.4	22.0	23.9	24.5	24.2	24.4	23.3	23.6	22.9	23.2
(See Def. 1)		WK. 2	18.1	18.6	19.2	20.3	22.0	23.4	23.1	25.4	26.0	26.0	26.0	24.6	24.9	24.1	24.5

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAY 17-21, 1982



TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,540 11.7				4,240 5.2										10,110 12.4	
	ABC TV	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,340 9.0	8.8*		9.3*	4.5										8,640 10.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 35 8.4	35* 9.1		35* 9.3	17 4.7	4.2									23 10.5	10.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,280 7.7				2,770 3.4										10,600 13.0	
	CBS TV	GUIDING LIGHT (OP)				TATTLETALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,970 6.1	5.9*		6.3*	2,280 2.8										9,130 11.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 24 5.7	24* 6.0		24* 6.3	11 2.8	2.8									24 11.1	11.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,160 5.1														8,390 10.3	
	NBC TV	CHIPS M-F														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,850 3.5	3.2*		3.9*											7,340 9.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 14 3.0	13* 3.4		15* 4.0											20 9.0	9.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,020 12.3				4,400 5.4										9,860 12.1	
	ABC TV	GENERAL HOSPITAL (SUS-OP)				EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,910 9.7	9.5*		10.0*	3,750 4.6										8,390 10.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 36 9.2	37* 9.7		36* 10.0	16 4.8	4.3									22 10.1	10.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,280 7.7				2,930 3.6										11,000 13.5	
	CBS TV	GUIDING LIGHT >(SUS-OP)(OP)				TATTLETALES										CBS EVENING NEWS- RATHER	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,890 6.0	5.7*		6.2*	2,450 3.0										9,370 11.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22 5.5	22* 5.9		22* 6.3	11 2.8	3.2									25 11.4	11.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,560 5.6														8,720 10.7	
	NBC TV	CHIPS M-F														NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,100 3.8	3.3*		4.3*											7,660 9.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 14 3.2	13* 3.5		15* 4.5											20 9.1	9.6
TV HOUSEHOLDS USING TV		WK. 1	24.3	26.0	26.7	27.6	26.1	27.3	28.6	30.3	32.1	34.0	35.3	37.9	41.9	43.7	44.8
(See Def. 1)		WK. 2	25.1	26.6	27.9	29.1	28.3	29.8	31.1	32.6	34.1	35.9	37.3	39.3	42.6	44.8	45.5
U.S. TV Households: 81,500,000																	46.6

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		{								3,830 4.7		2,850 3.5		3,180 3.9		4,560 5.6		5,050 6.2		5,950 7.3																				
	ABC TV										SUPERFRIENDS (OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1		RICHIE RICH/ SCOOBY DOO-2 (OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		{								2,690 3.3		2,530 3.1		2,770 3.4		3,990 4.9		4,160 5.1		4,970 6.1																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		%								26 3.0		17 3.5		16 3.2		22 3.6		24 4.7		28 5.1																				
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		{								2,280 2.8		2,610 3.2		3,180 3.9		5,790 7.1		6,680 8.2		6,760 8.3																				
	CBS TV										POPEYE/OLIVE COMEDY SHOW (OP)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (SUS-OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		{								1,630 2.0		2,040 2.5		2,610 3.2		4,890 6.0		5,710 7.0		5,380 6.6																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		%								15 1.6		14 2.4		16 2.9		27 3.4		29 5.2		28 6.7																				
WEEK 3	TOTAL AUDIENCE (Households (000) & %)		{								2,770 3.4		6,760 8.3		7,910 9.7		5,620 6.9		5,220 6.4		4,480 5.5																				
	NBC TV										FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS																				
	AVERAGE AUDIENCE (Households (000) & %)		{								2,200 2.7		5,620 6.9		6,680 8.2		4,730 5.8		4,240 5.2		3,990 4.9																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		%								22 2.1		43 6.5		42 8.2		27 6.1		22 5.5		21 5.1																				
WEEK 4	TOTAL AUDIENCE (Households (000) & %)		{								2,120 2.6		3,180 3.9		3,420 4.2		4,320 5.3		4,320 5.3		4,970 6.1																				
	ABC TV										SUPERFRIENDS (8:00-8:12AM) (8:25-8:30AM) (SUS-OP)(OP)		THUNDARR THE BARBARIAN (OP)		GOLDIE GOLD/ ACTION JACK (OP)		LAVERNE AND SHIRLEY		RICHIE RICH/ SCOOBY DOO-1 (SUS-OP)		RICHIE RICH/ SCOOBY DOO-2 (OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		{								1,960 2.4		2,690 3.3		2,850 3.5		3,670 4.5		3,500 4.3		4,160 5.1																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		%								21 2.4		19 2.4		17 3.2		22 3.4		21 3.7		24 4.6																				
WEEK 5	TOTAL AUDIENCE (Households (000) & %)		{								1,470 1.8		3,420 4.2		3,340 4.1		5,460 6.7		6,280 7.7		5,950 7.3																				
	CBS TV										(1)		TARZAN/L. RANGER/ ZORRO HR1 (OP)		TARZAN/L. RANGER/ ZORRO HR2 (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (SUS-OP)(OP)		(2) (SUS-OP)(OP)																				
	AVERAGE AUDIENCE (Households (000) & %)		{								1,140 1.4		2,450 3.0		2,850 3.5		4,400 5.4		5,050 6.2		5,130 6.3																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		%								12 1.3		18 1.5		18 2.4		26 3.5		29 6.1		28 6.2																				
WEEK 6	TOTAL AUDIENCE (Households (000) & %)		{								3,100 3.8		5,540 6.8		8,150 10.0		5,540 6.8		5,220 6.4		5,540 6.8																				
	NBC TV										FLINTSTONE'S COMEDY SHW2 (OP)		SMURFS I (OP)		SMURFS II (OP)		KID SUPER POWER I (OP)		KID SUPER POWER II (OP)		SPIDER-MAN & FRIENDS																				
	AVERAGE AUDIENCE (Households (000) & %)		{								2,280 2.8		4,560 5.6		7,170 8.8		4,730 5.8		4,400 5.4		4,560 5.6																				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		%								24 2.1		35 3.5		47 4.9		29 6.3		25 5.4		24 5.3																				
TV HOUSEHOLDS USING TV (See Def. 1)																							WK. 1	6.8	8.1	8.8	10.0	12.5	14.6	16.7	18.2	19.9	21.3	21.9	23.2	23.5	24.1	23.7	22.6	22.6	23.3
																							WK. 2	5.2	6.8	7.9	9.2	11.2	13.4	15.3	18.0	19.7	20.2	20.2	20.6	21.2	21.8	22.6	22.6	23.3	

U.S. TV Households: 81,500,000

(1) POPEYE/OLIVE COMEDY SHOW, CBS, (8:00-8:12AM)(8:22-8:30AM)

A-27 (2) BUGS BUNNY/ROAD RUNNER 3, CBS, (10:30-10:48AM)(10:56-11:00AM)

For explanation of symbols, See page A.

DAY SAT. MAY 22, 1982

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,890 6.0		5,380 6.6		5,380 6.6		5,130 6.3									
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS THE GIRL WITH ESP		AMERICAN BANDSTAND '82									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,480 5.5		4,400 5.4		4,320 5.3		3,020 3.7									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	26 5.3		25 5.3		24 5.3		16 3.6		3.6* 3.6		16* 3.6		3.7* 3.5			
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	5,620 6.9		3,990 4.9		2,930 3.6		4,160 5.1		4,240 5.2		2,850 3.5				10,020 12.3	
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES				NBA PLAYOFF GAME- SAT BOSTON VS PHILA. (2:30-5:00PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	4,400 5.4		3,180 3.9		2,280 2.8		3,500 4.3		3,100 3.8		2,120 2.6				4,890 6.0	4.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	25 5.7		18 5.1		13 2.8		19 4.0		17 3.7		10 2.9		2.4		22 4.6	19* 5.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	4,400 5.4		3,590 4.4		3,100 3.8		2,040 2.5				3,670 4.5	10,110 12.4				
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE				(1) (-OP)				(3) (OP)*	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,590 4.4		3,100 3.8		2,530 3.1		1,550 1.9				3,590 4.4	3,910 4.8				5.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	20 4.6		18 4.2		14 2.9		8 1.9		1.8		17 4.3	17 5.0		5.3		21* 5.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,970 6.1		4,080 5.0		3,500 4.3		5,220 6.4									
	ABC TV		FONZ AND HAPPY DAYS GANG		HEATHCLIFF & MARMADUKE		ABC WEEKEND SPECIALS THE JOKE'S ON MR. LITTLE		AMERICAN BANDSTAND '82									
	AVERAGE AUDIENCE (Households (000) & %)	{	4,320 5.3		3,180 3.9		3,020 3.7		2,850 3.5									
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	25 5.3		18 3.6		16 3.6		15 3.3		3.4* 3.5		3.6* 3.5					
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,810 5.9		4,730 5.8		3,670 4.5		4,890 6.0		3,670 4.5		3,340 4.1					
	CBS TV		BUGS BUNNY/ROAD RUNNER 4 (OP)		BLACKSTAR (OP)		TROLLKINS (SUS-OP)		TOM AND JERRY COMEDY SHOW (OP)		KWICKY KOALA SHOW (OP)		30 MINUTES					
	AVERAGE AUDIENCE (Households (000) & %)	{	3,990 4.9		3,750 4.6		3,020 3.7		3,750 4.6		3,020 3.7		2,360 2.9					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	22 4.9		20 4.8		15 3.9		19 4.5		15 3.8		12 3.2		2.6			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,480 5.5		3,670 4.5		3,990 4.9		2,360 2.9				4,560 5.6	11,170 13.7				
	NBC TV		SPACE STARS I		SPACE STARS II (OP)		DAFFY/SPEEDY SHOW (OP)		BULLWINKLE				(2) (-OP)				NBC MAJOR LEAGUE BASEBALL OAKLAND VS BOSTON (2:17-5:22PM)	
	AVERAGE AUDIENCE (Households (000) & %)	{	3,590 4.4		3,180 3.9		3,260 4.0		1,960 2.4				3,990 4.9	4,890 6.0				6.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR.	%	20 4.8		17 3.9		17 3.9		10 2.6		2.3		19 4.7	19 5.0		5.7		21* 6.3
TV HOUSEHOLDS USING TV			WK. 1	WK. 2	21.7	22.0	21.3	21.2	21.8	22.5	22.5	22.4	22.4	23.0	24.2	25.5	26.2	26.3
(See Def. 1)			WK. 1	WK. 2	22.0	21.9	22.3	23.3	23.9	24.2	24.1	24.0	23.6	24.1	24.6	25.1	26.1	27.2

U.S. TV Households: 81,500,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

A-29 (3) NBC MAJOR LEAGUE BASEBALL, BOSTON VS KANSAS CITY &amp; CINCINNATI VS PITTSBURGH, NBC, MULTI SEG. TELECAST

For explanation of symbols, See page A.



TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					12,710 15.6				12,710 15.6							
	ABC TV					ABC WIDE WORLD-SPORTS SAT (4:00-5:00PM)(6:06-7:00PM)				PREAKNESS STAKES (5:00-6:06PM)(-OP)				ABC WIDE WORLD-SPORTS SAT (4:00-5:00PM)(6:06-7:00PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					4,890 6.0	5.0*		5.4*	8,560 10.5	9.2*		12.1*		7.3*		6.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					19 4.9	18 *	5.0	18 *	33 8.2	30 *	12.7	36 *	11.5	22 *	7.0	19 *
K 1	TOTAL AUDIENCE (Households (000) & %)									4,890 6.0							7,170 8.8
	CBS TV					NBA PLAYOFF GAME-SAT BOSTON VS PHILADELPHIA (2:30-5:04PM)(-OP)				COLONIAL GOLF-SAT (5:04-6:00PM)(OP)						CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)						5.9*	6.3*	6.2*	3,020 3.7	3.5*		3.8*			5,950 7.3	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					5.8	22 *	23 *	22 *	11 3.8	11 *	3.5	11 *	4.2	19	7.0	7.6
E K 2	TOTAL AUDIENCE (Households (000) & %)																6,930 8.5
	NBC TV					NBC MAJOR LEAGUE BASEBALL BOSTON VS KANSAS CITY CINCINNATI VS PITTSBURGH MULTI-SEGMENT TELECAST										NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)						5.0*	5.0*	4.6*		4.4*					5,710 7.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					5.2	19 *	18 *	17 *	15 *	15 *	2.4	2.3			6.6	7.3
W E K 2	TOTAL AUDIENCE (Households (000) & %)					7,660 9.4				11,900 14.6							
	ABC TV					(SUS-OP)		PRO BOWLERS-SPRING ED. (3:30-5:09PM)(-OP)				ABC WIDE WORLD-SPORTS SAT (5:09-6:30PM)(SUS-OP)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)					3,670 4.5	4.0*		4.3*	5,870 7.2	5.3*		7.5*		8.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					13 4.0	12 *	4.1	13 *	18 4.7	15 *	7.6	19 *	7.5	20 *	8.4	
E K 2	TOTAL AUDIENCE (Households (000) & %)									11,980 14.7							7,910 9.7
	CBS TV									CBS SPORTS SATURDAY						CBS SAT. NEWS-SCHIEFFER	
	AVERAGE AUDIENCE (Households (000) & %)									5,870 7.2	5.8*		7.7*			6,680 8.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.									20 5.7	16 *	8.0	23 *	7.8	20 *	18	8.1
E K 2	TOTAL AUDIENCE (Households (000) & %)																8,480 10.4
	NBC TV					NBC MAJOR LEAGUE BASEBALL OAKLAND VS BOSTON (2:17-5:22PM)										NBC NIGHTLY NEWS-SAT.	
	AVERAGE AUDIENCE (Households (000) & %)						6.4*	5.9*	6.1*	6.0*		6.1*				7,250 8.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.					6.6	21 *	18 *	18 *	17 *	17 *	5.8	17 *		20	8.8	9.0
TV HOUSEHOLDS USING TV		WK. 1	26.4	26.5	27.6	27.7	27.9	28.3	28.5	29.1	30.1	32.3	34.2	34.9	34.8	35.6	37.7
(See Def. 1)		WK. 2	29.8	31.3	31.8	33.0	33.7	35.0	35.9	35.6	35.3	35.5	37.4	40.2	42.1	42.7	44.9
U.S. TV Households: 81,500,000																	

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAY 16, 1982

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)																2,120 2.6	2,360 2.9
	ABC TV																KIDS ARE PEOPLE TOO I (1) (10:30-10:58AM) (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)																1,710 2.1	1,870 2.3
	SHARE OF AUDIENCE %																9	10
	AVG. AUD. BY ¼ HR. %																2.2	1.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)									5,300 6.5								
	CBS TV	MIGHTY MOUSE/HECKLE-JECKL (SUS)(SUS-OP)								DRAK PACK (SUS)(SUS-OP)		SUNDAY MORNING				FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)									3,340 4.1	3.7* 21 *	4.2* 22 *			4.3* 21 *			
	SHARE OF AUDIENCE %									21	21 *	22 *			21 *			
	AVG. AUD. BY ¼ HR. %									3.2	4.3	4.4	4.0	4.4	4.3			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)																2,610 3.2	
	ABC TV																KIDS ARE PEOPLE TOO I (1) (10:30-11:06AM) (-OP)	
	AVERAGE AUDIENCE (Households (000) & %)																1,960 2.4	2.4* 10 *
	SHARE OF AUDIENCE %																10	10 *
	AVG. AUD. BY ¼ HR. %																2.3	2.5
WEEK 4	TOTAL AUDIENCE (Households (000) & %)									5,380 6.6								
	CBS TV	MIGHTY MOUSE/HECKLE-JECKL (SUS)(SUS-OP)								DRAK PACK (SUS)(SUS-OP)		SUNDAY MORNING				FOR OUR TIMES (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)									3,260 4.0	3.3* 20 *	4.2* 22 *			4.5* 20 *			
	SHARE OF AUDIENCE %									21	20 *	22 *			20 *			
	AVG. AUD. BY ¼ HR. %									3.0	3.7	4.1	4.4	4.6	4.3			
WEEK 5	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK. 1		5.4	6.0	6.9	8.4	9.9	11.5	13.1	15.1	17.6	19.2	19.6	20.0	20.9	21.9	22.6	22.3	
(See Def. 1)		WK. 2	5.1	6.0	6.6	7.6	8.9	10.6	13.1	14.6	17.0	18.4	19.7	20.5	22.1	23.4	24.5	
U.S. TV Households: 81 500 000																		

U.S. TV Households: 81,500,000

(1) KIDS ARE PEOPLE TOO II, ABC, (10:58-11:30AM)

For explanation of symbols, See page A.

DAY SUN. MAY 23, 1982

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,990 4.9															
	ABC TV			KIDS ARE PEOPLE TOO II (10:58-11:30AM) (OP)	THIS WEEK-DAVID BRINKLEY				DIRECTIONS (SUS)										
	AVERAGE AUDIENCE (Households (000) & %)			2,280 2.8															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	2.0	2.5	13 2.2	11 2.4	3.4		3.3 3.2											
E E K 2	TOTAL AUDIENCE (Households (000) & %)			2,770 3.4															
	CBS TV			FACE THE NATION															
	AVERAGE AUDIENCE (Households (000) & %)			2,200 2.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.			14 2.7	2.8														
1	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		

W  E  E  K  2	TOTAL AUDIENCE (Households (000) & %)		{	2,280 2.8	5,130 6.3										
	ABC TV			KIDS ARE PEOPLE TOO II (11:08-11:30AM) (OP)		← THIS WEEK-DAVID BRINKLEY →		DIRECTIONS (SUS)							
	AVERAGE AUDIENCE (Households (000) & %)		{	1,960 2.4	3,100 3.8	3.6*	4.0*								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	10 2.3	14 3.3	14 *	15 *								
TOTAL AUDIENCE (Households (000) & %)		{		2,770 3.4	14,100 17.3										
CBS TV				FACE THE NATION		← CBS SPORTS SPEC-SUN (1:00-3:30PM) →									
AVERAGE AUDIENCE (Households (000) & %)		{		2,120 2.6	6,110 7.5	5.7*	7.9*	8.4*	8.1*						
SHARE OF AUDIENCE		%		10	22	19 *	24 *	24 *	22 *						
AVG. AUD. BY ¼ HR.		%		2.6	2.6	5.4	5.9	7.8	8.0	8.5	8.3	8.8	7.5		
TOTAL AUDIENCE (Households (000) & %)		{			3,830 4.7										
NBC TV				MEET THE PRESS											
AVERAGE AUDIENCE (Households (000) & %)		{			3,020 3.7										
SHARE OF AUDIENCE		%			14										
AVG. AUD. BY ¼ HR.		%			3.8	3.7									

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	21.9	22.1	21.4	21.6	21.6	21.4	21.1	22.6	24.8	26.3	27.1	27.1	27.4	27.4	28.4	29.3
(See Def. 1)			23.8	24.3	25.9	26.5	26.8	27.5	27.5	27.9	29.4	30.0	31.7	33.1	33.7	34.9	35.8	36.3

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 3,020 3.7		{ 6,440 7.9		{ 9,290 11.4		{ 5,790 7.1										
	ABC TV	SPORTSBEAT		AMERICAN SPORTSMAN		ABC WIDE WORLD-SPORTS SUN		ABC WRLD NEWS TONIGHT-SUN										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,280 2.8		{ 3,670 4.5		{ 4,560 5.6		{ 4,810 5.9										
	SHARE OF AUDIENCE %	{ 9		{ 15		{ 17		{ 15										
WEEK 2	AVG. AUD. BY ¼ HR. %	2.8	2.9	3.8	3.8	5.1	5.3	4.7	4.3	4.7	6.1	6.4	7.1	6.1				
	TOTAL AUDIENCE (Households (000) & %)	{ (1)		{ 8,560 10.5		{ 7,250 8.9		{ 5,950 7.3										
	CBS TV	(1)		COLONIAL GOLF-SUN		CBS EVENING NEWS-DEAN												
	AVERAGE AUDIENCE (Households (000) & %)	{ 7.4* 25 *		{ 4,080 5.0		{ 5,130 6.3		{ 5,950 7.3										
WEEK 3	SHARE OF AUDIENCE %	{ 25 *		{ 16		{ 16 *		{ 16 *		{ 17 *		{ 16 *						
	AVG. AUD. BY ¼ HR. %	8.1	6.6	4.3	4.3	4.5	4.9	5.1	5.1	5.6	5.6	5.6	5.3	7.7				
	TOTAL AUDIENCE (Households (000) & %)	{ 6,680 8.2		{ 10,760 13.2		{ 7,500 9.2		{ 5,870 7.2										
	NBC TV	NBC SPORTS-RINGSIDE-SUN.		SPORTSWORLD		NBC NIGHTLY NEWS-SUN.												
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{ 3,990 4.9		{ 5,130 6.3		{ 5,870 7.2		{ 7,200 8.9										
	SHARE OF AUDIENCE %	{ 17		{ 20 *		{ 21 *		{ 21 *		{ 19 *		{ 17 *						
	AVG. AUD. BY ¼ HR. %	3.8	4.6	5.2	6.1	6.3	6.4	6.6	7.0	6.8	5.7	6.0	5.5	7.3				
	TOTAL AUDIENCE (Households (000) & %)	{ 3,670 4.5		{ 5,300 6.5		{ 9,210 11.3		{ 8,720 10.7										
WEEK 5	ABC TV	SPORTSBEAT		AMERICAN SPORTSMAN		ABC WIDE WORLD-SPORTS SUN		INDY 500 TIME TRIALS (6:00-6:30PM) (6:36-7:00PM) (SUN-OP)										
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,450 3.0		{ 3,020 3.7		{ 4,160 5.1		{ 5,300 6.5		{ 5,300 6.5		{ 6.5* 14 *		{ 6.6* 14 *				
	SHARE OF AUDIENCE %	{ 8		{ 10		{ 13		{ 14		{ 13 *		{ 13 *		{ 15 *		{ 6.8		
	AVG. AUD. BY ¼ HR. %	3.1	2.9	3.3	3.5	4.1	4.1	4.5	5.0	5.1	5.0	5.7	5.5	6.2	6.7	6.8	6.5	
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{ 20,620 25.3		{ 10,020 12.3		{ 7,740 9.5		{ 8,230 10.1										
	CBS TV	CBS SPORTS SPEC-SUN (1:00-3:30PM)		NBA PLAYOFF GAME-SUN-1 (3:30-8:05PM)		CBS EVENING NEWS-DEAN												
	AVERAGE AUDIENCE (Households (000) & %)	{ 7.5* 21 *		{ 11,170 13.7		{ 7,740 9.5		{ 8,230 10.1										
	SHARE OF AUDIENCE %	{ 21 *		{ 35		{ 30 *		{ 33 *		{ 15.1* 37 *		{ 16.5* 39 *						
WEEK 7	AVG. AUD. BY ¼ HR. %	7.2	7.8	10.1	11.7	12.6	13.2	13.2	12.5	14.8	15.4	15.8	17.3	16.2	10.1			
	TOTAL AUDIENCE (Households (000) & %)	{ 6,520 8.0		{ 11,650 14.3		{ 8,230 10.1		{ 6,850 8.4										
	NBC TV	NBC SPORTS-RINGSIDE-SUN.		SPORTSWORLD		NBC NIGHTLY NEWS-SUN.												
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,160 5.1		{ 5,300 6.5		{ 6,850 8.4		{ 8,230 10.1										
WEEK 8	SHARE OF AUDIENCE %	{ 14		{ 15 *		{ 16		{ 17 *		{ 7.2* 18 *		{ 6.6* 16 *		{ 5.6* 13 *		{ 8.3		
	AVG. AUD. BY ¼ HR. %	4.6	5.0	5.4	5.3	6.4	6.2	7.2	7.3	6.7	6.6	6.0	5.2	8.5				
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	29.8	29.6	29.4	30.0	30.6	31.1	32.4	32.6	32.9	33.7	34.5	35.2	37.2	38.7	41.1	42.1
		WK. 2	35.5	35.6	36.6	37.8	37.8	38.1	38.4	39.2	40.4	41.3	42.2	43.6	44.9	45.5	46.9	48.0
U.S. TV Households: 81,500,000																		
(1) NBA PLAYOFF SUN-1, BOSTON VS PHILADELPHIA, CBS, (1:00-3:30PM)																		

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
NBC NBC NEWS UPDATE-2-MON(SUS)	2	9.58- 9.59PM	9.45														
EVENING TUESDAY																	
NBC NBC NEWS UPDATE-2-TUE(SUS)	1	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)	2	9.44- 9.45PM	9.30														
EVENING THURSDAY																	
ABC MORK & MINDY	1	8.42- 9.12PM	-GRID 9.00	11,650	14.3	9,210	11.3	20	12.2								
ABC BARNEY MILLER	1	9.12- 9.42PM	-GRID 9.30	13,530	16.6	10,920	13.4	22	14.6								
ABC TAXI	1	9.42-10.12PM	-GRID 10.00	15,490	19.0	12,710	15.6	25	16.0								
ABC 20/20	1	10.12-11.12PM	-GRID 11.00	16,540	20.3	10,840	13.3	22	13.4								
CBS MAGNUM, P.I.	1	8.42- 9.42PM	-GRID 9.30	23,310	28.6	16,460	20.2	35	22.6								
CBS MISS USA BEAUTY PAGEANT(S)	1	9.42-11.43PM	-GRID	28,530	35.0	18,340	22.5	38									

			11.00												
			11.15					23.5*	42*					23.0	
			11.30											24.0	
CBS CBS SPECIAL RPT TH 3(SUS)	2	9.58- 9.59PM	9.45											24.7	
NBC NBC NEWS UPDATE-2-THU(SUS)	1	10.28-10.29PM	10.15												
NBC HILL STREET BLUES	1	10.30-11.30PM	+GRID 11.00 11.15	16,630	20.4	12,470	15.3	26	15.9 15.3						
EVENING FRIDAY															
NBC NBC NEWS UPDATE-2-FRI(SUS)	2	9.58- 9.59PM	9.45												
EVENING SATURDAY															
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	12,470	15.3	12,470	15.3	33	15.3						
	2	8.53- 8.55PM	8.45							14,510	17.8	14,260	17.5	33	17.5
ABC ABC NEWSBRIEF-SAT.	1	9.58- 9.59PM	9.45	14,020	17.2	14,020	17.2	32	17.2						
	2	10.01-10.02PM	10.00							15,730	19.3	15,730	19.3	36	19.3
CBS NEWSBREAK-SAT.		8.57- 8.59PM	8.45	7,500	9.2	7,170	8.8	19	8.8	9,620	11.8	9,210	11.3	22	11.3
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	4,650	5.7	4,650	5.7	12	5.7	4,730	5.8	4,730	5.8	11	5.8
NBC NBC NEWS UPDATE-2-SAT(SUS)	1	9.58- 9.59PM	9.45												
NBC NBC NEWS UPDATE-2-SAT.	2	9.58- 9.59PM	9.45							6,760	8.3	6,760	8.3	15	8.3
EVENING SUNDAY															
ABC ABC SPORTS UPDATE-SUN	2	7.25- 7.26PM	7.15							6,440	7.9	6,440	7.9	15	7.9
	1	7.30- 7.31PM	7.30	5,710	7.0	5,710	7.0	15	7.0						
ABC ABC NEWSBRIEF-SUN. CONT'D	1	9.47- 9.49PM	9.45	14,020	17.2	13,860	17.0	26	17.0						

## Nielsen NATIONAL TV AUDIENCE ESTIMATES

## OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING SUNDAY-CONT'D																	
ABC ABC NEWSBRIEF-SUN.-CONT'D	2	10.02-10.03PM	10.00								9,450	11.6	9,450	11.6	20	11.6	
CBS NEWSBREAK-SUN.	1	8.58- 8.59PM	8.45	10,600	13.0	10,600	13.0	22	13.0		14,830	18.2	14,830	18.2	30	18.2	
	2	8.50- 8.51PM	8.45								11,650	14.3	11,650	14.3	24	14.3	
NBC NBC NEWS UPDATE-SUN.	2	8.58- 8.59PM	8.45														
	1	9.03- 9.04PM	9.00	16,540	20.3	16,540	20.3	33	20.3								
NBC NBC NEWS UPDATE-2-SUN(SUS)	2	9.52- 9.53PM	9.45														
NBC NBC NEWS UPDATE-2-SUN.	1	9.56- 9.57PM	9.45	16,710	20.5	16,710	20.5	32	20.5								
EVENING MONDAY-FRIDAY																	
ABC ABC NEWSBRIEF-M-F	1	>	8.15	12,630	15.5	11,980	14.7	25	11.8	M-F	13,690	16.8	13,530	16.6	28	16.6	M-F
	2	>	9.45						17.3	TUWF						19.4	MON.
			10.00						13.5	THU.							
ABC ABC NEWS:NIGHTLINE		>	11.30	6,600	8.1	5,710	7.0	20	7.4	M-F	7,090	8.7	5,790	7.1	21	7.8	M-F
			11.45						6.4	M-F						6.4	M-F
ABC ABC MOVIE OF THE WEEK		12.00- 1.11AM	12.00	4,400	5.4	3,100	3.8	18	4.5	MON.	4,400	5.4	2,850	3.5	16	3.8	MON.
			12.15					4.2*	16*	MON.					3.7*	15*	3.6
			12.30						3.7	MON.							3.3
			12.45					3.5*	18*	MON.					3.3*	16*	3.4
			1.00						3.1	MON.							3.2
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.20AM	12.00								5,220	6.4	4,650	5.7	17	5.9	FRI.
			12.15													4.9	FRI.
ABC ABC NEWS:NIGHTLINE-THU(B)	1	12.00-12.13AM	12.00	3,750	4.6	3,670	4.5	14	4.5	THU.							
ABC ABC NEWS:NIGHTLINE-WED(B)	1	12.00-12.13AM	12.00	3,990	4.9	3,990	4.9	19	4.9	WED.							
ABC FANTASY ISLAND-12.00		12.00- 1.09AM	12.00	4,650	5.7	3,100	3.8	17	3.9	TUE.	3,590	4.4	2,360	2.9	14	3.2	TUE.
			12.15					4.0*	16*	TUE.					3.1*	13*	3.0
			12.30						4.1	TUE.							2.9
			12.45					3.8*	19*	TUE.					2.8*	15*	2.7
			1.00						3.7	TUE.							2.5
ABC FRIDAYS	1	12.00- 1.11AM	12.00	7,250	8.9	4,240	5.2	19	5.8	FRI.							
			12.15					5.5*	18*	FRI.							
			12.30						5.2	FRI.							
			12.45					5.2*	20*	FRI.							
			1.00						4.9	FRI.							
ABC LOVE BOAT-12.00	1	12.13- 1.21AM	12.00	3,670	4.5	2,360	2.9	15	4.2	FRI.							
	2	12.00- 1.08AM	12.00						3.8	WED.	5,130	6.3	3,340	4.1	17	4.8	WED.
			12.15						3.2	WED.					4.7*	17*	4.5
			12.30						3.0	WED.							3.9
			12.45					2.9*	16*	WED.					3.8*	18*	3.7
			1.00						2.7	WED.							3.3
			1.15					2.6*	16*	WED.							
ABC VEGA\$-12.00	1	12.13- 1.21AM	12.00	3,590	4.4	2,040	2.5	12	2.4	WED.							
	2	12.00- 1.09AM	12.00						3.5	THU.	4,320	5.3	2,850	3.5	16	3.5	THU.
			12.15												3.5*	13*	3.4
			12.30						3.3	THU.							3.8
			12.45					2.4*	11*	THU.					3.7*	18*	3.6
			1.00						2.2	THU.							3.6
			1.15					1.9*	11*	THU.							3.3



				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY-FRIDAY-CONT'D																	
ABC FRIDAYS	2	12.20- 1.31AM	12.15 12.30 12.45 1.00 1.15 1.30								5,050	6.2	2,690	3.3	14	3.6 3.5 3.6 3.0 2.9 2.4	FRI. FRI. FRI. FRI. FRI. FRI.
ABC ABC MOVIE OF THE WEEK-2		1.11- 1.32AM	1.00 1.15 1.30	2,690	3.3	2,530	3.1	21	3.1 3.1 3.1	MON. MON. MON.	2,690	3.3	2,530	3.1	21	3.2 3.1 3.0	MON. MON. MON.
	1	1.32- 2.13AM	(SUS)														
	2	1.32- 2.30AM	(SUS)														
ABC FRIDAYS-PART 2	1	1.11- 1.18AM	1.00 1.15	3,830	4.7	3,420	4.2	20	4.2 4.2	FRI. FRI.							
	2	1.31- 1.39AM	1.30								2,280	2.8	2,120	2.6	15	2.6	FRI.
	1	1.18- 1.30AM	(SUS)														
CBS NEWSBREAK-M-F	2	>	8.15								9,780	12.0	10,190	12.5	22	8.3	M-F
	1	>	8.45 9.30	10,920	13.4	10,920	13.4	23	12.1 18.5	M-F THU.						12.8	TU-F
CBS CBS NEWS SPEC-FALKLANDS(S)	2	11.30-11.45PM	11.30								7,420	9.1	7,090	8.7	22	8.7	FRI.
CBS LATE MOVIE I		>	11.30	7,420	9.1	4,890	6.0	23	6.7	M-TH	7,580	9.3	5,050	6.2	22	6.3	M-TH

			11.45 12.00 12.15 12.30 12.45 1.00 1.15 (SUS)				6.6* 20* 6.3 5.9* 23* 5.8 5.5 6.1* 28* 5.5 5.7* 34* 5.3	M-W M-TH M-TH M-TH M-TH THU. THU.				6.3* 19* 6.4 6.4* 25* 6.3 6.0	M-TH M-TH M-TH M-TH					
CBS NBA PLAYOFF GAME-FRI(S)		VARIOUS TIMES	(SUS)															
	1	11.30- 1.52AM	11.30	8,640	10.6	3,750	4.6	17	5.4	FRI.								
	2	11.45- 2.11AM	11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45 2.00				5.1* 14* 5.0 4.9 4.7 4.3 4.3 4.1 4.2 4.0* 22* 3.7	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.		10,190	12.5	4,400	5.4	22	6.9 6.3 5.4 5.3 4.9 5.0 5.2 5.0 5.3 4.8	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.		
							5.0* 16* 4.5* 18* 4.2* 20* 4.0* 22* 3.7	FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI. FRI.					5.8* 18* 5.1* 21* 5.1* 25* 5.2* 30* 4.8					
CBS LATE MOVIE II		>	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15 (SUS)	4,160	5.1	3,180	3.9	26	4.7 4.4 4.1 3.9 3.5 3.9 3.6 2.9	M-TH M-W M-TH M-TH M-TH M-TH THU. THU.		5,130	6.3	4,080	5.0 5.0* 27* 4.7* 30*	29 27* 30*	5.6 5.3 4.8 4.6	M-TH M-TH M-TH M-TH
							3.8* 25* 4.1* 33* 3.9 3.6 2.9	M-TH M-TH M-TH M-TH M-TH M-TH THU. THU.										

DAY NETWORK/PROGRAM				WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2							
							TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
							HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D					>	8.45	8,560	10.5	8,560	10.5	18	11.7	M-F	11,170	13.7	11,170	13.7	23	10.6	M-F	
NBC NBC NEWS UPDATE-M-F						9.00						8.6	TH & F						14.5	MTUWF	
						9.15						8.7	TH & F								
NBC NBC NEWS UPDATE-2-M-F				1	>	9.45	9,940	12.2	9,940	12.2	20	13.6	MWF	12,060	14.8	12,060	14.8	24	14.8	TU&TH	
				2	9.58-	9.59PM	9.45														
						10.00						9.5	FRI.								
NBC TONIGHT SHOW					>	11.30	8,720	10.7	5,380	6.6	22	7.8	M-F	9,210	11.3	5,790	7.1	23	8.1	M-F	
						11.45				7.5*	22*	7.1	MTUWF				7.8*	23*	7.4	M-F	
						12.00						6.4	M-F						6.9	M-F	
						12.15				6.1*	22*	5.8	M-F				6.4*	24*	5.9	M-F	
						12.30						5.7	THU.								
						12.45				5.3*	24*	4.9	THU.								
NBC DAVID LETTERMAN I					>	12.30	2,690	3.3	2,280	2.8	15	3.2	M-TH	3,020	3.7	2,530	3.1	15	3.4	M-TH	
						12.45						2.6	M-W						2.8	M-TH	
						1.00						2.6	THU.								
						1.15						2.2	THU.								
NBC SCTV NETWORK					12.30-	2.00AM	12.30	6,680	8.2	3,340	4.1	19	4.9	FRI.	5,620	6.9	2,770	3.4	16	5.1	FRI.
							12.45				4.6*	18*	4.3	FRI.				4.6*	19*	4.1	FRI.
							1.00						4.3	FRI.						3.1	FRI.
							1.15				4.2*	20*	4.0	FRI.				3.0*	15*	2.9	FRI.

NBC DAVID LETTERMAN II		>	1.30 1.45 1.00 1.15 1.30 1.45	1,790	2.2	1,710	2.1	14	3.7 3.4 2.2 1.8 2.0 1.9	FRI. FRI. M-TH M-W THU. THU.	1,960	2.4	1,790	2.2
DAY MONDAY-FRIDAY														
ABC FYI-12.58(SUS)			12.58-12.59PM	12.45						M-F				
ABC ABC DAYTIME NEWSBRIEF-M-F			1.57- 1.59PM	1.45	6,190	7.6	5,950	7.3	29	7.3	M-F	6,520	8.0	6,280
ABC SPECIAL REPORT-1(SUS)	2		2.23- 2.24PM	2.15										
ABC FYI-2.58(SUS)			2.58- 2.59PM	2.45										
ABC SPECIAL REPORT-2(SUS)	2		3.20- 3.25PM	3.15										
ABC FYI-3.58(SUS)			3.58- 3.59PM	3.45										
CBS BEST SUNRISE SEMSTR-MWF(SUS)	1		6.00- 6.30AM	6.00										
CBS BEST SUNRISE SEMSTR-TTH(SUS)	1		6.00- 6.30AM	6.00										
CBS SPRING SUNRISE SEMSTR-MWF(SUS)	2		6.00- 6.30AM	6.00										
CBS SPRING SUNRISE SEMSTR-TTH(SUS)	2		6.00- 6.30AM	6.00										
CBS CAPTAIN KANGAROO			6.30- 7.00AM	6.30 6.45	730	.9	490	.6	7	<< .7	M-F M-F	820	1.0	490
CBS CBS SPECIAL RPT TH 1(SUS)	2		9.58- 9.59AM	9.45										
CBS CBS SPECIAL RPT FRI(SUS)	2		10.35-10.39AM	10.30										
CBS NEWSBREAK-11.57	1		11.57-11.59AM	11.45	4,650	5.7	4,480	5.5	30	5.5	M-F			
CONT'D														

DAY NETWORK/PROGRAM				WEEK 1				WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD.BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		
WK	TIME (N.Y.T.)	QUARTER HOUR													
DAY MONDAY-FRIDAY-CONT'D															
CBS NEWSBREAK-11.57-CONT'D	2	>	11.45												
CBS CBS SPECIAL RPT TH 2(SUS)	2	2.32- 2.33PM	2.30												M-F
CBS CBS SPECIAL RPT FRI 3.20(SUS)	2	3.20- 3.26PM	3.15												THU. FRI.
CBS NEWSBREAK-3.57	1	3.57- 3.59PM	3.45	4,400	5.4	4,240	5.2	19	5.2	M-F					
	2	>	3.45												
NBC TODAY SHOW-FRI SPECIAL(S)	2	9.00-10.00AM	9.00												
			9.15												
			9.30												
			9.45												
DAY SATURDAY															
ABC ABC SPECIAL REPORT-8.12A(SUS)	2	8.12- 8.25AM	8.00												
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	2,530	3.1	2,280	2.8	21	2.8		2,120	2.6	2,040	2.5	19
ABC SCHOOLHOUSE ROCK-8.55AM		8.55- 8.59AM	8.45	3,020	3.7	2,610	3.2	18	3.2		2,530	3.1	2,280	2.8	16
ABC SCHOOLHOUSE ROCK-9.25AM		9.25- 9.29AM	9.15	3,500	4.3	2,770	3.4	16	3.4		3,340	4.1	2,850	3.5	17
ABC SPECIAL REPORT-3(SUS)	2	10.14-10.19AM	10.00												
ABC DEAR ALEX & ANNIE-10.56AM		10.56-10.59AM	10.45	4,810	5.9	4,240	5.2	23	5.2		4,240	5.2	4,160	5.1	22
ABC ABC SPECIAL REPORT-3.09P(SUS)	2	3.09- 3.21PM	3.00												

ABC PRO BOWLERS-SPRING ED.	2	3.30- 5.09PM	+GRID 5.00									7,660	9.4	3,670	4.5	13	
ABC PREAKNESS STAKES(S)	1	5.00- 6.06PM	+GRID 6.00	12,710	15.6	8,560	10.5	33	9.7								5.3
ABC SPECIAL REPORT-4(SUS)	2	6.18- 6.23PM	6.15														
CBS BEST SUNRISE SEMSTR-SAT(SUS)	1	6.00- 6.30AM	6.00														
CBS SPRING SUNRISE SEMSTR-SAT(SUS)	2	6.00- 6.30AM	6.00														
CBS CBS SPECIAL RPT SA 8.00A(SUS)	2	8.00- 8.05AM	8.00														
CBS CBS SPECIAL RPT SA 8.12A(SUS)	2	8.12- 8.22AM	8.00														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,610	3.2	2,120	2.6	18	2.6		1,390	1.7	1,140	1.4	11		1.4
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,120	2.6	2,040	2.5	14	2.5		3,260	4.0	3,100	3.8	21		3.8
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	3,420	4.2	3,020	3.7	17	3.7		3,340	4.1	2,930	3.6	18		3.6
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	5,790	7.1	5,620	6.9	30	6.9		4,730	5.8	4,480	5.5	27		5.5
CBS CBS SPECIAL REPORT(SUS)	1	10.17-10.19AM	10.15														
CBS CBS SPECIAL RPT 10.48AM(SUS)	2	10.48-10.56AM	10.45														
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,130	6.3	5,130	6.3	28	6.3		4,560	5.6	4,240	5.2	22		5.2
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,320	5.3	3,990	4.9	22	4.9		4,080	5.0	3,910	4.8	22		4.8
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	3,340	4.1	3,020	3.7	18	3.7		3,590	4.4	3,180	3.9	17		3.9
CBS CBS SPECIAL RPT SAT(SUS)	2	12.21-12.23PM	12.15														
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	2,690	3.3	2,280	2.8	12	2.8		3,180	3.9	2,850	3.5	14		3.5
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,080	5.0	3,750	4.6	20	4.6		4,160	5.1	3,830	4.7	20		4.7
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,340	4.1	3,020	3.7	16	3.7		2,930	3.6	2,610	3.2	13		3.2



DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
CBS NBA PLAYOFF GAME-SAT(S)	1	2.30- 5.04PM	+GRID 5.00	10,020	12.3	4,890	6.0	22	6.1								
NBC BETCHA DON'T KNOW-8:28AM		8.28- 8.30AM	8.15	3,340	4.1	3,340	4.1	31	4.1		3,180	3.9	3,100	3.8	29	3.8	
NBC BETCHA DON'T KNOW-9:28AM		9.28- 9.30AM	9.15	6,440	7.9	6,280	7.7	38	7.7		6,930	8.5	6,520	8.0	42	8.0	
NBC BETCHA DON'T KNOW-10:28AM		10.28-10.30AM	10.15	3,750	4.6	3,590	4.4	18	4.4		4,240	5.2	4,080	5.0	23	5.0	
NBC BETCHA DON'T KNOW-11:58AM		11.58-12.00NN	11.45	2,690	3.3	2,530	3.1	15	3.1		3,990	4.9	3,830	4.7	21	4.7	
NBC BETCHA DON'T KNOW-12:28PM		12.28-12.30PM	12.15	2,530	3.1	2,450	3.0	13	3.0		3,180	3.9	3,020	3.7	15	3.7	
NBC NBC MAJOR LEAGUE PRE GAME	1	2.00- 2.17PM	+GRID	3,670	4.5	3,590	4.4	17			4,560	5.6	3,990	4.9	19		
	2	2.00- 2.12PM	+GRID 2.15						4.9							3.0	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-10.58AM	+GRID	2,120	2.6	1,710	2.1	9			2,610	3.2	1,960	2.4	10		
	2	10.30-11.06AM	+GRID 10.45 11.00						1.9							2.4	
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	2,450	3.0	2,200	2.7	12	2.7		2,280	2.8	2,200	2.7	11	2.7	
ABC SPECIAL REPORT-5(SUS)	2	4.42- 4.44PM	4.30														
ABC SPECIAL REPORT-6(SUS)	2	6.30- 6.36PM	6.30														

CBS IN THE NEWS-8.26AM-SUN(SUS)	8.26- 8.29AM	8.15
CBS IN THE NEWS-8.56AM-SUN(SUS)	8.56- 8.59AM	8.45